

IS YOUR BUSINESS FIT?



Ron Carey

Founder & CEO, Tilt Creative + Production

Ron has had a diverse career; spending time in consumer packaged goods, pharmaceuticals, media and advertising.

He began his career with M&M/Mars, during his tenure with Mars he spent significant time in both Sales and Human Resources. As a Sale's professional he was responsible for developing the client relationship and growing the annual revenue for a number of large customers across the Mid-Atlantic marketplace. Well into his Sale's career, Ron made the shift into Human Resources; while in HR, he has been as a member of the Starburst and Skittles brands leadership team, supported the R&D function and worked in manufacturing.

In 2004 he decided to return to his native Richmond joining Wyeth Consumer Healthcare. As Director of Human Resources, Ron was responsible for managing an HR team that supported a variety of internal client groups across the Wyeth Consumer Healthcare business. In addition to being an HR leader in the Wyeth organization, Ron became a champion and supporter in the Richmond community for organizations that support disadvantaged inner city kids. His desire for disadvantaged youth to chart drives his involved Boys and Girls Club of Metro Richmond.

An opportunity to work with a fantastic team and a 150 year old brand; brought Ron to the Richmond Times-Dispatch in 2006. There Ron partnered with other leaders across the company to shift how a traditional media company could function and how the organization defined itself. His work at the Times-Dispatch resulted in his selection as a Top 20 leader under 40 by Press Time Magazine. Two years into his career with the RT-D, he established the Innovation Group and spent the next three years developing, building and rolling out new products.

In 2011 he joined the Martin Agency as SVP/Director of Human Resources replacing Beth Kelley, who ascended to C.O.O..

In 2014 he joined Studio Squared where he served as President for four years. In 2018 he founded Tilt Creative + Production, a marketing firm focused on creating and producing video and animated content in mass for some of the largest businesses in the world. In addition to his responsibilities with Tilt Creative + Production, Ron continues to serve the community in his work with Boys and Girls Club, Junior Achievement, Childsavers and previously served on the board of the Virginia Athletic Foundation for his alma mater.

Ron is a graduate of the University of Virginia and holds a degree Sports Management.

He and his wife, Meg (UVA 90') are the parents three daughters; Olivia (Emerson College 2021), Eleanor (11th grader Freeman High School) and Kate (7th grader Moody Middle School).