

# Derek Simmons

Strategic Builder | Innovation  
Architect

derek@flinthills.io

[linkedin.com/in/dereksimm](https://www.linkedin.com/in/dereksimm)

213-327-5683

Woodbury, MN

A transformational leader who drives sustainable growth by connecting human potential with emerging technologies. Track record of building high-performing teams and frameworks that generate measurable results (**\$10M+ revenue, 100K+ subscriptions**) while preserving human values.

## Experience

## Star Tribune Media Company

Chief Creative Officer & Vice President

2017-2024

- Transformed traditional media operation into digital-first business generating \$10M+ in new revenue
- Built and coached cross-functional teams through multiple leadership transitions
- Led enterprise-wide AI initiatives while maintaining focus on human development

## Expertise

Strategic Leadership & Innovation

Team Development & Coaching

Digital Transformation

Revenue Growth Strategy