

Mexico's Data Center Boom

10x more AI companies 2018 to 2024

WHY **Circular Economy** CAN'T WAIT

Changing the way we use resources

Investing in India

\$75 MILLION

ABB expands manufacturing and R&D for critical infrastructure

Earth Day 2050

THE PATH TO NET ZERO

Hackettstown, New Jersey, USA

A MISSION TO ZERO\* SITE • DEDICATED IN 2025

ENGINEERED TO OUTRUN

From SOURCE TO SOCKET

ENGINEERED TO OUTRUN

This Valentine's Day

FIND YOUR PERFECT MATCH

RETHINK REUSE REINVENT

4 WAYS BUILDINGS ARE GETTING SMARTER

- 1 THE Strategist  
Sees what's next. Connects the dots. Optimizes continuously.
- 2 THE Guardian  
Protective. Reliable. Calm under pressure.
- 3 THE Renovator  
Adaptable. Respectful of the past. Loves a good challenge.
- 4 THE Crew  
Sustainable. Driven. Always trying to reduce environmental impact.

ABB EMPLOYEES SHARE CAREER INSIGHTS

Collaboration, Mentorship & Leadership

#INTERNATIONALWOMENSDAY2025

#ACCELERATE ACTION

1 in 4 DATA CENTERS WORLDWIDE OPERATES ON **ABB** TECHNOLOGY

POWER DIGITALIZATION SERVICE COOLING

NEWS WEEKLY BRIEFING

ELECTRIFICATION

HELPING SANTA'S WORKSHOP OUTRUN

# Kristen Smith PORTFOLIO

Creative Leader Blending Artistic Excellence with AI + Technology Innovation & Digital Marketing



# ABB STARTUP CHALLENGE 2026

Creative Concepts | UX | Social Posts | Campaign Site | Internal | Articles | Animated AI-Video

# MISSION TO ZERO

Where solutions come together for sustainable operations



**ENGINEERED  
TO OUTFRAN**

Bringing together technologies using ABB digital solutions and renewable energy to reach net-zero emissions in our operations by 2050



COLLABORATIVE DESIGN | PROJECT LEADERSHIP | GRAND OPENING

# AUBURN HILLS ROBOTICS US HEADQUARTERS

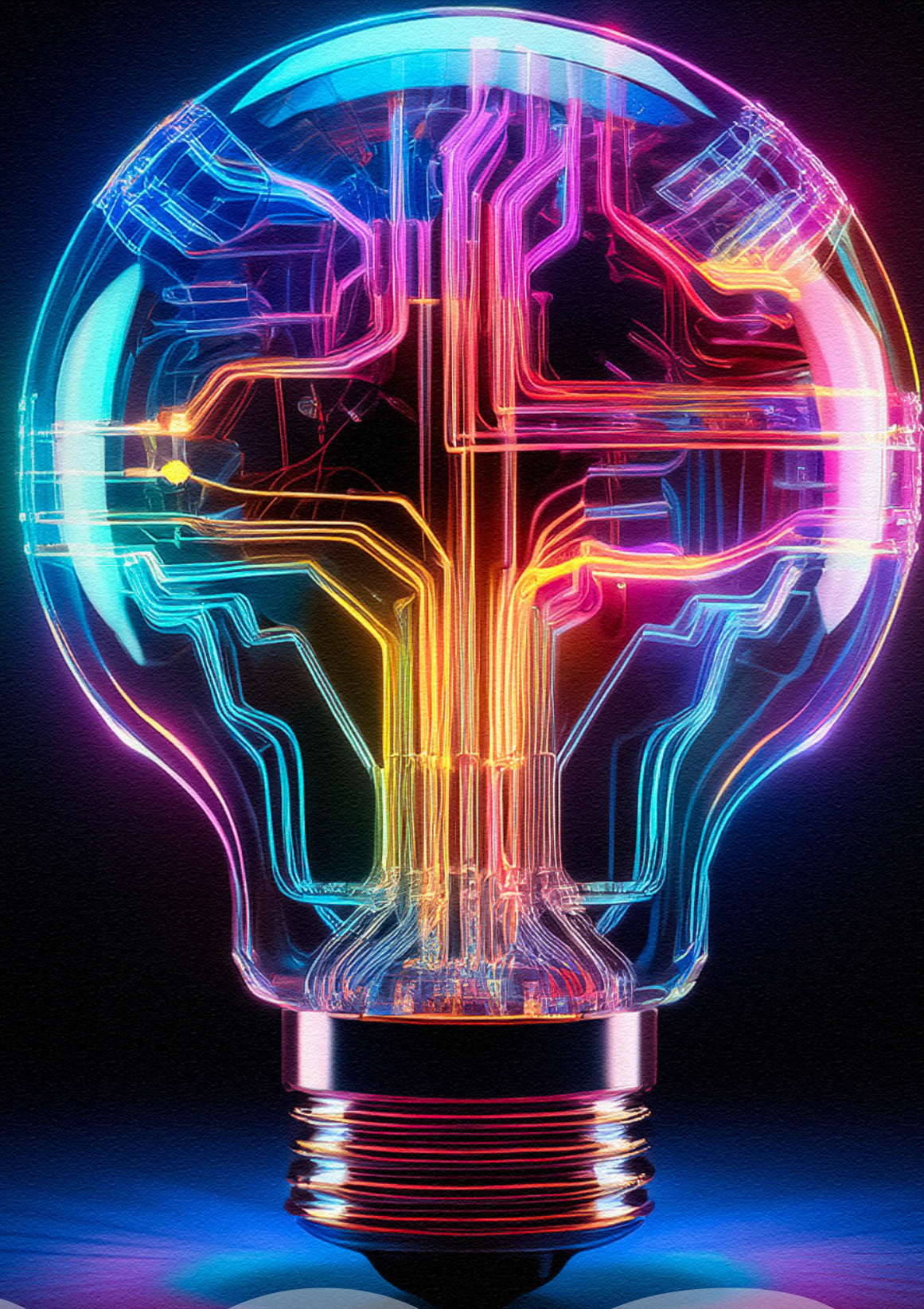
18 months | Customer Experience Center | Training Lab | Lobby | Cafe | Innovation Center

consider  
persuade  
nudge  
convince  
address  
steer  
motivate  
entreat  
challenge  
move...



# INFLUENCE THE ELEPHANT

Creative | Communications | Concepts | Training Materials | Book | Media + PR | Presentation



# ADOBE CUSTOMER ADVISORY BOARD

“

I'm excited about shaping the future of creative leadership — blending innovation with authenticity, pushing boundaries, and helping the creative community thoughtfully evolve.

Empowered Creation Leadership Forum

2026

energy transition



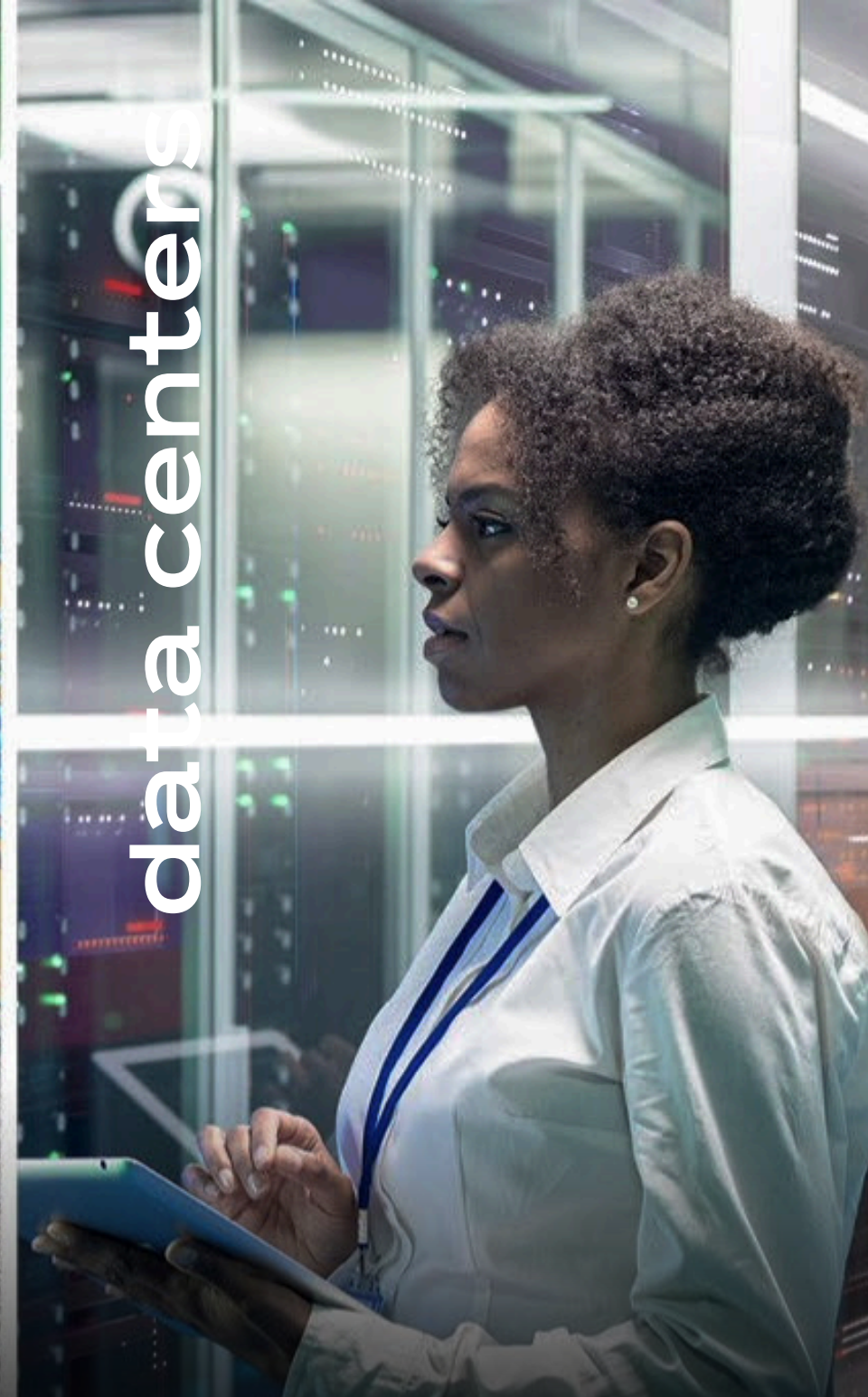
transportation



utilities



data centers



# US INFRASTRUCTURE

Highly collaborative campaign across US market with thought leadership, Communications, and Marketing

# PR DAILY

## CONTENT MARKETING AWARDS

**2 million people + 425,000 video views**

**2024 WINNER of 3 Awards + 5 Honorable Mentions**

**Best B2B Campaign | Best Microsite | Best Use of Content**

INFRASTRUCTURE

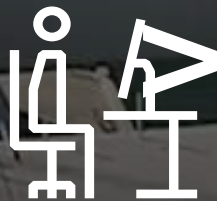
# CONNECTIONS



> 2.2M  
PEOPLE REACHED



> 3.3M  
IMPRESSIONS



> 425,000  
VIDEO VIEWS

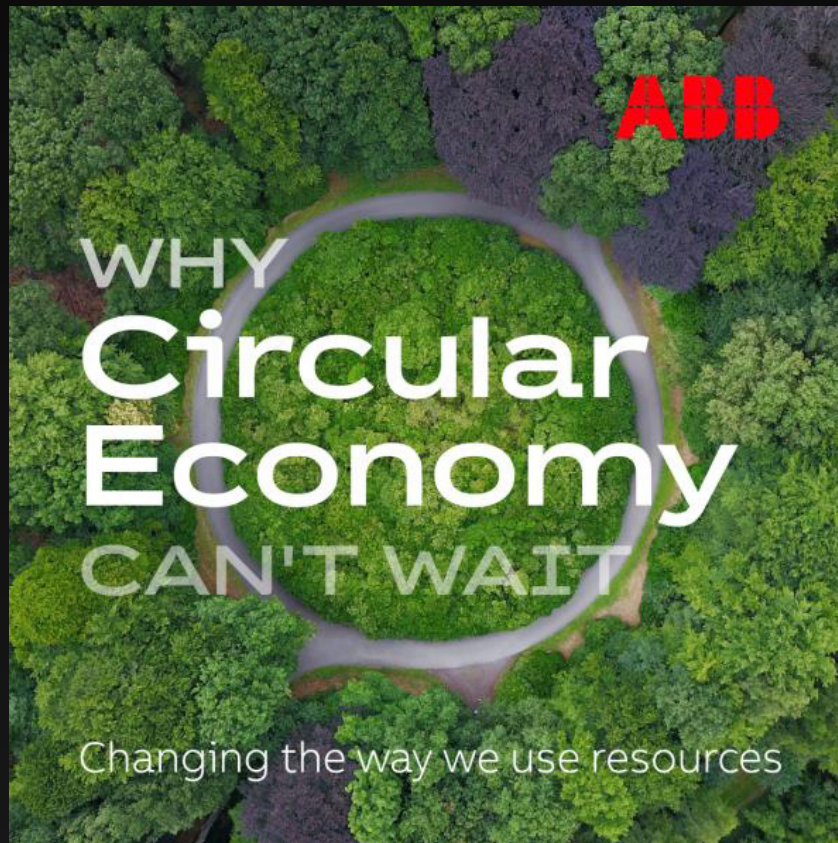


> 7K  
PAGE CLICKS



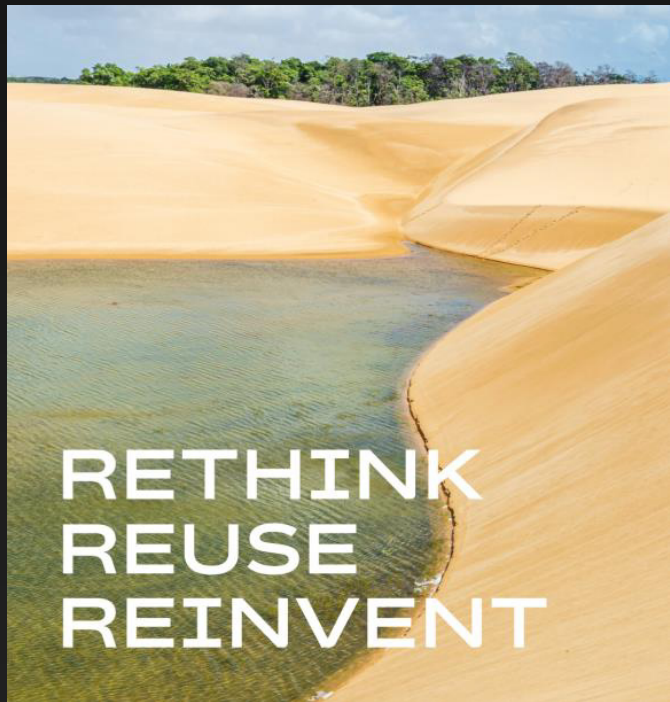
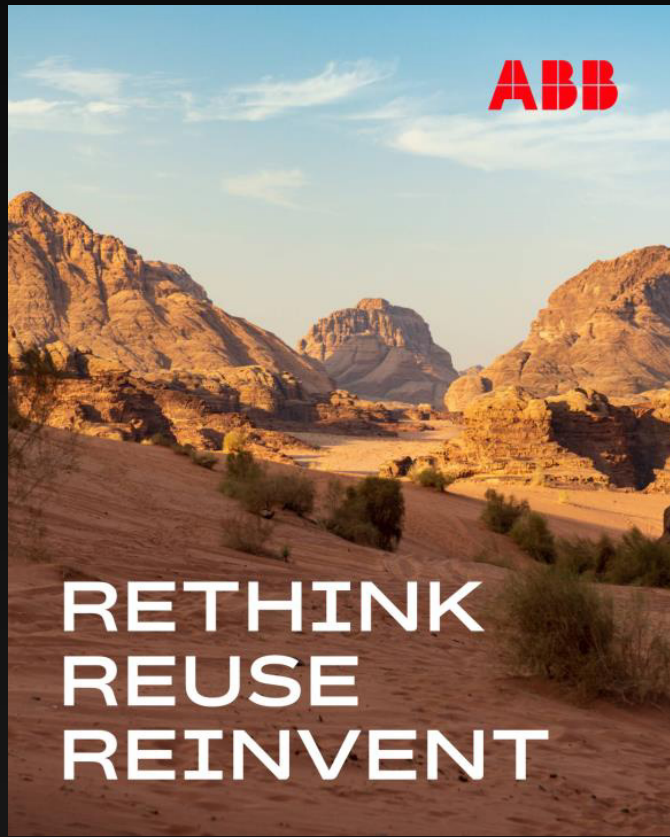
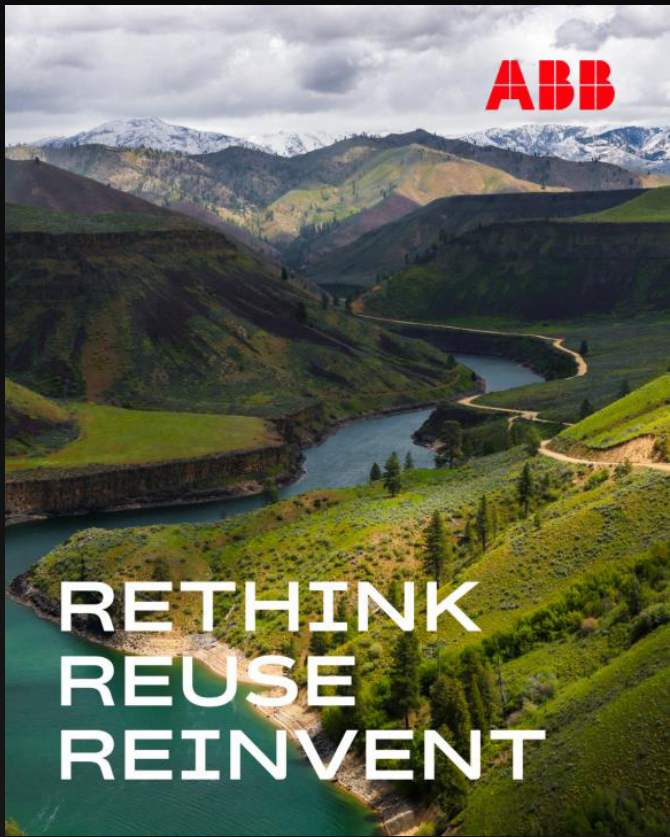
# SUSTAINABILITY

Creative Messaging Campaign for ABB  
Channel Partners & Distributors



# SUSTAINABILITY

# Key Visuals | Social Media



# NATURALLY AUTHENTIC

AI-generated visuals are Intentionally excluded from this part of the campaign. This preserves the conceptual integrity of the imagery and the messaging—that neither only exist in an AI-generated world.



# THOUGHT LEADERSHIP & MENTORING

Champion enterprise-wide education and adoption of technologies, creative solutions and best practices

# THE POWER OF AI ABB + ADOBE EXPRESS



Adobe

5,354,887 followers

1yr • Edited •

ABB empowers global teams to create faster with Adobe Express. Hear how the Director of Creative and Visual Storytelling, [Kristen Smith](#), uses Adobe Express to connect her global team to save time and resources. Learn more here: <https://adobe.ly/46Hg00s>

“Adobe Express is the difference that allows us to grow and bring ABB content to more audiences.”

Kristen Smith  
Director of Creative and  
Visual Storytelling, ABB

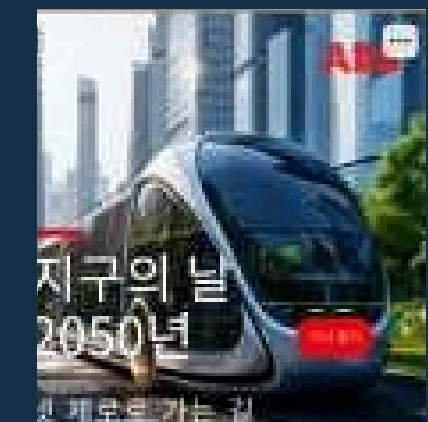
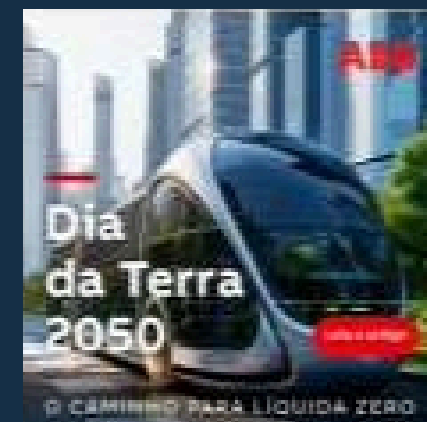
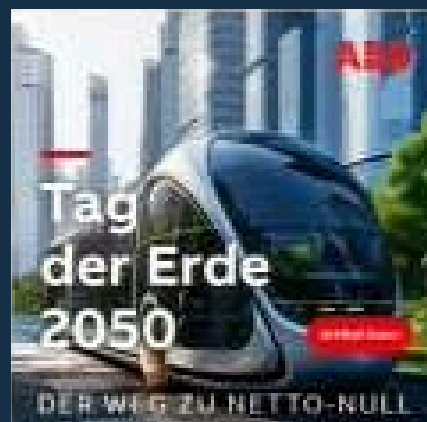
[View Adobe Article](#)

CREATE | ACCELERATE | DUPLICATE | TRANSLATE | LOCALIZE

# INSTANT TRANSLATIONS

## Earth Day 2050

THE PATH TO NET ZERO



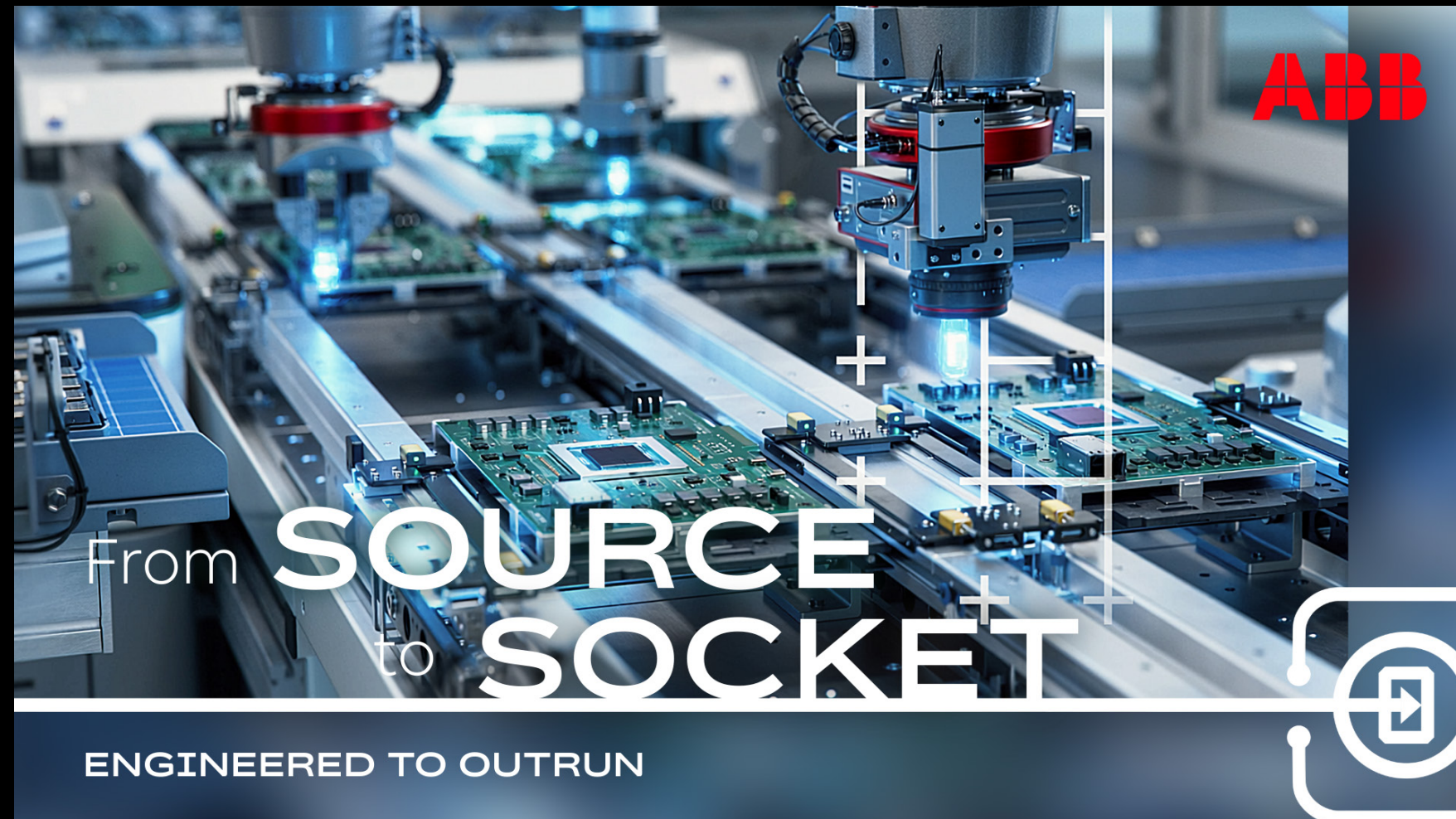


From **SOURCE**  
to **SOCKET**

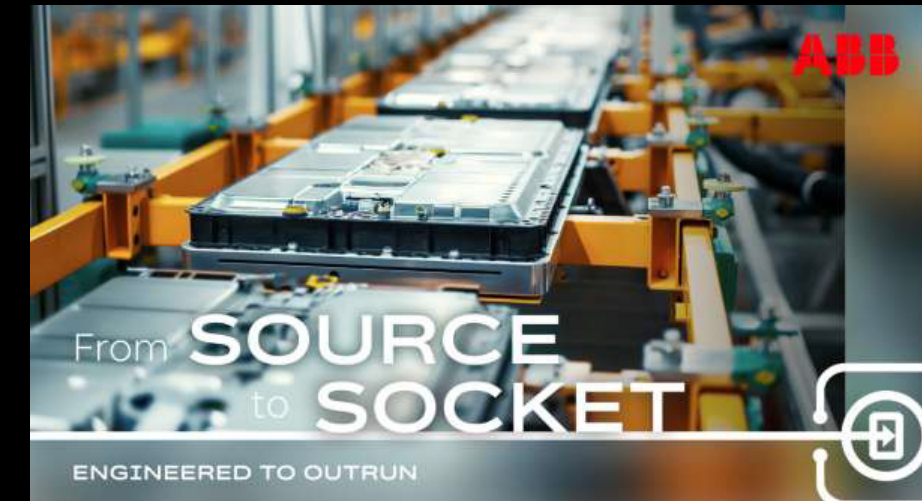
ENGINEERED TO OUTRUN



# SOURCE-TO-SOCKET LINKEDIN NEWSLETTER



SOCIAL MEDIA CHANNEL GROWTH 37.5%





# Kristen Smith

Creative Direction | Marketing & Campaign Strategy

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30+ years leading creative strategy across corporate, agency, and entrepreneurial environments — building brands from scratch, elevating global enterprises, and delivering award-winning campaigns with measurable results.

Cross-industry perspective brings dynamic strategic thinking to every challenge, spanning creative direction, brand strategy, visual storytelling, and integrated campaigns across print, digital, social, and video.

I'm excited about shaping the future of creative leadership — blending innovation with authenticity, pushing boundaries, and helping the creative community thoughtfully evolve.

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Global Brand & Communications | AI Leadership