

EXPERIENCE**CIVIC Entertainment Group, A Seacrest Global Group Company, Los Angeles, CA (4/14–Present)****Culture Shop, Los Angeles, CA (5/12 – Present) (*Acquired by SGG and merged with CIVIC 4/14)****COO & Managing Director, Ford Motor Company (promoted from SVP, Ideas and Business Leadership)**

- Lead the bi-coastal B2C marketing agencies creative, strategy, client services and operations. Defined and implemented agency vision, positioning, strategic roadmap and new business strategy generating multiple new client wins and preparing the agency for acquisition by the Seacrest Global Group. Agency recognized with the 2017 Grand Ex Award for industry leading work on the **Airbnb** Open.
- Ownership and delivery of global agency relationship with **Ford Motor Company**, CIVIC's largest client representing over \$50M in revenue spanning marketing, communications/ PR, business strategy and consulting.
 - Developed winning pitch and on boarded new agency client, quickly growing the business to over 40% of the agencies revenue, adding new expertise and strengthening the quality of the talent base at CIVIC in the process.
 - Delivered transformative solutions highlighting Ford's value proposition across current product initiatives (SUV's, cars and trucks), brand innovation work, community programs and long term corporate vision priorities.
 - Created the "City of Tomorrow" platform to enable Ford to demonstrate leadership in the development of new mobility solutions that redefine the brands relationship with consumers across products (e.g. autonomous vehicles, electrification, commercial vehicles) and new services (e.g. transportation operating system, micro-transit solutions, FordPass). Developed partnerships with industry experts and thought leaders, policy makers, elected officials and partners such as TED, NY Times and Vice Impact.
 - Delivered breakthrough media moments for key vehicle launches including the first ever vehicle reveal on Snapchat (EcoSport), the first ever drivable escape room turning the typical test drive on its head (Ford Escape the Room), Ford's Toughest Tailgate NFL truck activation, partnership with the exclusive Surf Lodge for the Lincoln Navigator, and announcement of the return of the Bronco and Ranger.
 - Developed Ford's digital social influencer strategy and launched a multi-year program with 20 top content creators to deliver authentic brand storytelling and content.
- Responsible for SGG acquisition and CEG merger integration process spanning operations, finance, HR and benefits, IT, real estate, insurance, and agency culture initiatives.
- Successfully on-boarded clients **Ford, Samsung, eBay & Amazon**, establishing agency as key strategic partner.
- Spearheaded multiple **Verizon** initiatives including the launch of the iPhone on the Verizon network, introduction of go90 (OTT content network), hum (Verizon telematics), Verizon branded entertainment integrations including Star Wars: The Force Awakens, Destination Store launches, CES and CTIA presence and sub-brand extensions.
- Executed the **Farmers Insurance** Dream Wedding, marrying a couple live on a Rose Parade float for the 1st time ever.
- Launched Farmers "Caring For Communities" initiative helping rebuild communities after catastrophes.

Principal Consultant, Los Angeles, CA (11/11 – 4/12) Advisor to early growth stage marketing agencies.**MKG, Los Angeles, CA (1/11 – 11/11)****Managing Director, MKG West**

- Launched the west coast presence for marketing agency, driving growth and achieving profitability while overseeing new business, client services, creative, production, agency operations.
- Secured new relationships with brands such as **Delta, American Express, Absolut, evian, Huffington Post** and more.
- Evolved MKG's positioning from a production vendor to a marketing solutions agency through the introduction of new strategic offerings, transformed capabilities and positioning, and redefined client relationships.

Deutsch LA, Los Angeles, CA (12/09 – 1/11)**SVP, Managing Director Experiential Marketing**

- Launched Experiential Marketing practice at the agency, with capabilities spanning all mediums (online, offline, emerging), and an emphasis on interactive experiences, sponsorships, events, retail marketing, grassroots marketing and PR stunts.
- Manage Experiential AOR relationship with **Volkswagen**, spanning Auto Shows, Sponsorships and Events.
- Pitched, won and managed **HTC** Experiential AOR relationship and **Sony PlayStation** projects.
- Ownership of group P&L with \$7.6M in year one revenue. Built the group to 23 FTE's in less than 6 months.

McCann Worldgroup, San Francisco, CA (4/06 – 12/09)**SVP, Group Account Director, Microsoft**

- Global lead on **Microsoft** consumer business (Mobile, Search, Online Services/ Portal, Education and All-Up Consumer).
- Own the full P&L of Microsoft advertising relationship for assigned business groups (\$40M+ agency revenue and \$300M+ media billings per year). Drove 28% YoY revenue growth in FY07 and 57% YoY growth in FY08.
- Reversed 5 year decline of Windows Live (MSN) Messenger business, demonstrating 26% growth in user base.
- **Account leadership directly responsible for cross agency integration of:**
 - Agency SOW and retainer negotiation, tracking and reconciliation;
 - Strategic planning, market research, brand/ product communications strategy definition;
 - Integrated marketing plan development; communications and channel planning, media planning and buying;
 - Omni-channel creative concepting, development and production (Interactive, broadcast and print)
 - Experiential marketing, sponsorships, events, promotions, retail, PR, buzz/ viral, branded entertainment;
 - Measurement, analysis and insights. Advanced analytics testing and optimization.

Electronic Arts, Redwood City, CA (2/05 – 4/06)**Product Marketing**

- Worldwide product and brand lead for all **Sims** console and handheld skus.
- Owned the global P&L and delivered Plan for over \$100MM of revenue in FY06.
- Delivered highest YoY growth of all EA franchises in FY06 and outperformed industry average growth by more than 90% (*Source: NPD*).
- Drove 95% market awareness for EA's most profitable franchise and #1 wholly owned IP, solidifying The Sims as one of the top 5 global gaming properties of all time.
- Developed EA's first ever award winning advertising campaign and introduced The Sims to a broader, mainstream audience.
- Produced and distributed "This Sims Life", a 30 minute TV special which aired on MTV over 20 times and generated an ROI of 14X.
- **Key responsibilities:**
 - Defined product positioning, key features, messaging and communication strategies;
 - Executed key market research initiatives;
 - Delivered go-to-market strategies and marketing plans;
 - Motivated, activated and lead internal and external teams including international marketing partners, PR, advertising, creative services, community marketing, entertainment and lifestyle marketing, promotions, field sales, retail marketing, strategic sales and business development, 1st party hardware partners, research, brand licensees/ merchandising and development studio partners.

International Travel– Personal Enrichment (7/04 – 1/05)

Travel to 6 continents, 25 countries, and 49 cities over a six-month period.

A.D.D. Marketing and Advertising, Inc., Los Angeles, CA (5/00 – 7/04)**Vice President Integrated Marketing (Promoted from Sr Director of Integrated Marketing, Online Marketing Manager)**

- Multi-dimensional role encompassing business development, client services/ account direction, department head role, operations and more for youth culture focused agency.
- Account leadership for key accounts including **Lexus (Toyota of North America), Mazda USA, Honda of America, Sony Computer Entertainment America, Proctor and Gamble, Nike, Nokia, MTV, Real Networks, Napster, NBC Sports, Columbia TriStar Home Entertainment, ABC Entertainment, EMI Recorded Music and Maverick Records.**
- Generated over \$3.8M of revenue annually and instrumental in 160% agency growth.
- Responsible for all online, offline, media and creative integration of accounts.
- Established business plan and initiated key business practices for the inception of the online marketing department within A.D.D. Marketing.

Capitol Records, Hollywood, CA (2000)

Consultant, New Media

National Assn. of Record Industry Professionals (NARIP), Los Angeles, CA (1999 – 2000)

Membership and Marketing Director

SFX Ent. and Iron Horse Ent. Group, New England (1994 - 1999)

Director of Production, Live Events

The Track Marketing Company, New York, NY (1996)

Marketing Manager

COMPUTER SKILLS

Advanced user of all Microsoft software suites and operating systems, Adobe software and Apple OS.
Basic web development and video editing knowledge.

EDUCATION

University of Massachusetts, Amherst, BA in Communications, Minors in Music and Sociology
Cum Laude, Graduated in 3.5 years

UCLA Extension, "Digital Revolution: New Media, New Paradigms"

Electronic Arts University "Product Marketing Accelerator", "Management Development", "Presentation Skills"

Drummers Collective, Music Workshop

KOSA, Music Workshop

Jim Royle Drum Studio, Music study

INTERESTS AND ACTIVITIES

Drums and percussion, cars, emerging technology, photography, live music and travel.