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Experienced leader with a proven track record of generating and executing transformative and innovative creative ideas, resulting in measurable impact and ROI. Leading teams in building meaningful activations and building new businesses has been my most recent focus. I am seeking a role that helps mentor and enable talent, grows business, is future focused and explores the awesome.

EXPERIENCE

SEPTEMBER 2023 – PRESENT (freelance)

ADVISOR AND CREATIVE COLLABORATOR, AETHER LABS

Assisting in the launch and profile of digital and cx consultancy Aether Labs. One of the strongest research and digital execution firms in the country, they service L’Oreal, Luxotica, Gore industries, Microsoft and more. I work with directly with the CEO to help position, introduce and provide executional direction to him and his team for new clients and work.

APRIL 2021 – JUNE 2023

PRESIDENT, ARRAY OF STARS

Restructure high performing digital production agency coming out of the pandemic to be easier to scale, less reliant on pure production work, create platforms and products, develop internal programs like review processes and a stock option program to be more attractive to potential employees, bring in new director level leadership, fix engagement philosophy, and better establish them as leaders in the space to capitalize on emerging trends and needs.

Select Results: Improved Senior team (6 key hires, promotions), increased revenue by 39% YOY 2022-2023 while managing spend, Established better dialogue between owner operators through coaching program, Drove new thinking and strategic work to move agency further up the funnel and be regarded as project partners vs. production vendor.

DECEMBER 2020 – PRESENT (freelance)

SR. CREATIVE STRATEGIST, RODMELL AND CO.

Assist in the transformation of large scale retail clients who have lagged in the digital space. Remodel team structure, internal and external communications, develop and make customer and ROI cases for innovation platforms and new digital tools to increase revenue, reduce customer and employee churn and deliver positive impact to business growth.

Select Results: Helped redefine to market communications structure, planning and execution of one of Alberta’s’ largest energy Utilities **EnMax (\$3.6 bill)**, Recalibrated front line employee proposition and engagement, vastly improved Ecommerce recommendations and provided

leadership on newly developed loyalty program for retail giant **CO-OP (\$10.7 bill)**. Developed new sustainability brand for Canadian Tires **Marks (\$1 bill)** brand..

JUNE 2017 – JANUARY 2021

VICE PRESIDENT CREATIVE/CONNECTED COMMS, JACKMAN REINVENTS

North Americas leading boutique Customer Experience practice I was charged with leading creative teams and working closely with Management Consultants to re-calibrate large Fortune 500 businesses through brand and digital transformation. I saw an opportunity to develop a communications practice and built it from \$0 to \$4million in 16 months. Unlocking, through bespoke methodologies, new streams of revenue. I lead all creative, execution activation and thinking along with CSuite presentations on Value Village (Savers), JC Penny (comms), Dave and Busters, American Tire Distributors and Caesars Palace both in developing the new brand for Caesars Entertainment and redesigning/platforming The Linq Casino in Las Vegas.

Select Results: I was VP Creative and built the new practice during Jackmans most successful years. We grew from 37 people when I started to over 100 in the time I was there and financially, successfully out performed all previous years. Developed and co-presented the Jackman Podcast (the Reinventionists). Assisted in transition documentation whilst process of a trade sale when Covid impacted the business overall.

AUGUST 2015 – JUNE 2017

SR. VP ECD, PROXIMITY AND BBDO CANADA

Develop better digital expertise within the Creative Department, manage and mentor a team of 21 full time creatives and assume the creative duties and grow scope on 3 of the largest accounts Rogers, Mercedes-Benz and Quaker. Effectively chipped away revenue from incumbent AOR's and improved the overall scope on Rogers and Mercedes by increasing billings and assuming more of the digital duties for the client.

Select Results: Converted a predominantly freelance creative team into a full time powerhouse saving the agency substantial revenue. Refocused the CRM team into a digital and future forward thinking group that powered new wins and capabilities. Drove management buy in of a far more efficient briefing process that lead to greater pitch success rates.

AUGUST 1999 – JULY 2015

FOUNDER EXECUTIVE CD, TRAPEZE MEIDA/UNION ADVERTISING

Founded and grew pure play digital agency that was focused on innovation through the use of new technologies and channels. Over 16 years of experience fearlessly servicing varied clients across North America from Kraft Foods, Mondelez, Disney, Paramount, Procter and Gamble, CBS Television, Wind Mobile and Shaw Communications. Source and develop talent across the business, provide thought leadership to clients through education, execution and improved profile (create award winning television shows...it's true ask me) and successfully manage and transition through acquisition into MDC (Stagwell) by Union Creative.

Select Results: Bootstrapped agency growth from 4 to 80 with a focus on developing US clients and business. Opportunistically developed award winning television (Trapeze Animation) to be able to tell my mom what I did for a living, and co-developed a US patented digital product for and in collaboration with Disney.

JANUARY 2006 – JULY 2018

CREATIVE DIRECTOR DESIGN EXPO, MICROSOFT RESEARCH

Working with Curtis Wong (Dir. Next Media Research), Lili Cheng (Corporate VP AI and Cognitive Services) and Bill Buxton (What hasn't he done?) we would seed fund design schools around the world to answer innovation briefs as part of masters design curriculum. Teams were chosen by schools (ITP, DELFT, NID India, Arts Center, Royal College of Art, OCAD etc etc) and sent for an intensive accelerator in Redmond at Microsoft to present to the faculty summit every summer. The program lasted 6 months a year with mentor check-ins and intense presentation charettes. While seen as a recruitment tool for research, the program edified the design community with Microsoft and resulted in high visibility product development.

EDUCATION

RESIDENT GRADUATE, CFC INTERACTIVE ART AND ENTERTAINMENT

Did a lot of good work. Founded a company out of it. Got use of a swanky house and swimming pool for an intense accelerator.

BAA (HONOURS) FILM, TMU (Formerly Ryerson University)

Made movies. Really learned how to write, how to present and got to have my mind blown by Hugh Innis (a professor) who grew up with McLuhan and told stories about his nuttiness

BA CULTURAL ANTHROPOLOGY, UNIVERSITY OF WESTERN ONTARIO

Was in advanced English program but revisited Chaucer one too many times and became enamored by the notion of observable behaviour as a way to understand and predict ways in which culture evolves or operates.

SKILLS

- Extremely strong presenter
- Respected manager
- Trusted advisor
- Effective user of the 3 point ellipsis
- Provocateur
- Skilled Collaborator
- Simplifier of the complex
- Talented writer

ACTIVITIES

I'm a dad to 3 incredible kids and a blessed partner. Family and the values of being a good role model leading a balanced and inspired life have never meant more to me (and I'm sure I don't speak exclusively for myself) than they do now. I am an avid music collector, writer and resource to my community of peers. I fundamentally believe in acts of service. I collect things that amaze me, from instruments to the written word. I wish I were a little more Marie Kondo sometimes, but curating a life well lived and passionately enjoyed is just a part of me I cannot ignore.

REFERENCES AND TESTIMONIALS

I have a ton and would be happy to share them when interested.