

PROFILE

Accomplished integrated marketing communications professional specializing in brand strategy and digital technologies with proven expertise in leading cross-functional teams in fast paced and highly competitive environments. A globally seasoned executive proven at growing business while building brand equity for some of the top consumer brands.

EXPERIENCE

theAmplify (a You & Mr Jones Company)

Chief Executive Officer

Culver City, CA

June 2017 – Current

Currently serving as Partner and Global President of one of the fastest growing influencer marketing technology companies in the world with offices in Los Angeles, New York, London, and Paris. theAmplify has a prestigious client base that includes multiple Unilever brands across the US and Europe, Coty Brands, Post Holdings, Panera Bread, A&E amongst other Fortune 500 brands.

- Responsible for overall business strategy, technical innovation, operations and global expansion into EMEA, Latin America and Asia.
- In the first 6 months was responsible for the turn around of a distressed business returning it to a high growth rate and profitability.
- Leader of the executive and responsible for the development of the product roadmap, client strategy, business development, and global expansion

Visual Amplifiers (VAMP)

Marketing Director

Sydney, Australia

January 2016 – March 2017

Recruited by digital incubator Digital4ge to help develop, launch and grow their newly funded start-up, Visual Amplifiers (VAMP). VAMP is a social influencer marketing technology company that links brands with influencers via proprietary technology. VAMP is scheduled for IPO in second quarter 2016. Key clients include Samsung, eBay, Uniqlo, ASOS, Unilever, Rimmel London, Schweppes and Pottery Barn. Digital4ge was recognized in 2015 by the Australian Financial Review for their start-up REFFIND which was the #1 IPO in Australia in 2015.

- Responsible for building out the marketing, PR and account management teams to enable client recruitment, brand awareness, investor relations and relationship management.
- Created new business pipeline and sales strategy, which has resulted in doubling the client base and increased revenue of 135%.
- Responsible for all PR, marketing and events activity for VAMP in the lead up to our initial public offering in Q2 2016 on the ASX.
- Executive team member integral to development of the product roadmap, client strategy, business development, and regional expansion plans in APAC.

George Patterson Y&R

General Manager

Sydney, Australia

December 2013 – August 2015

Elevated to role of GM responsible for all GPY&R client business after the successful turnaround and growth of the agency in 2012/13, which far exceeded projected revenue growth by over 15%. Key clients include LG Electronics, Lenovo, Revlon, Virgin Atlantic, Avis/Budget and Colgate-Palmolive and NSW Government.

- Lead the agency turn around from a negative -16% profit margin in 2012 to a +11% profit margin in 2013 through increased billings on existing clients by growing digital (VML), retail/shopper marketing (IdeaWorks) and new business wins.
- Executive sponsor for the agency incubator Square1 launched in 2013, which identifies and funds new business ideas for GPY&R group employees. Currently funding two startup ideas with the first one scheduled to launch early 2014. The first project, developed in 2013, is the first GPS board riding (surf and snow) "quantified self", training system. The GPS device, the app and digital ecosystem were successfully sold to a major surf brand, Rip Curl, in 2013 and the product launched in market in 2014 as Rip Curl Surf GPS. .

Business Director Y&R/VML

September 2012 – December 2013

Recruited in May 2012 as an intercompany transfer from Y&R Shanghai to Y&R Sydney to turn around declining business and lead the integration of Y&R and VML, traditional and digital practices. The Sydney office is an integrated P&L including Y&R, VML and IdeaWorks and a test market for integration across business disciplines.

- Business leader with P&L and strategic responsibility for portfolio of Colgate-Palmolive brands (Oral, Home and Personal Care), LG Electronic brands (Home Appliance, Home Entertainment, Mobile) Revlon, Bel Group (Baby Bel, Kiri and Laughing Cow), Department of Immigration and Frasil Technologies (tech startup client).
- Responsible for leading the integration of traditional (Y&R), digital (VML) and shopper marketing (IdeaWorks) across the cross discipline accounts including Colgate-Palmolive and Revlon through establishing a new integrated briefing process and client creative idea evaluation process.

Y&R – SHANGHAI**Business Director**

Shanghai, China

May 2011 – August 2012

Overall financial responsibility and client management for Gap China and Disney Stores, including management of all partner agency teams and ancillary vendors.

- Led digital strategy and planning across all Y&R clients as well as the integration of digital into all aspects of the agency offering from account management through creative.
- Successfully led and launched the 'Let's Gap Together' integrated campaign for Mainland China and Hong Kong which was awarded Brand Campaign of the Year 2011 by Campaign Asia and contributed to one of Gap's most successful retail launches and highest profit margin globally. Took Gap from 4 stores to over 45 stores by the end of 2012. Heavily leveraged KOLs, Weibo, Kaixin, Youku and eCommerce sites including Taobao in addition to creating owned digital assets including Gap.cn and GapStyle.cn.
- Developed digital strategy and implementation plans for Suntech, Budweiser and Danone which included campaigns leveraging uniquely Chinese digital tactics including but not limited to Weibo, Youku/Tudou, RenRen, Jaipang, Weixin (WeChat), Kaixin and robust KOL strategies.

AGENDA – SHANGHAI (A Y&R Brands Company)**Strategic Planning Director**

Shanghai, China

August 2010 – August 2011

Responsible for the leadership of the strategic planning department delivering digital strategy and campaigns for over 15 clients spanning CPG, beauty, fashion retail and beverage categories in the Greater China market.

- Clients: Gap, Johnson and Johnson (Stayfree, Carefree, OB, Listerine), Pepsi, Wrigley (Doublemint and Extra), Starbucks, Budweiser and Yue-Sai.
- Strategic lead for the brand launch of Gap's 'Let's Gap Together' campaign across all digital mediums which introduced the Gap brand to mainland China in the winter of 2010.
- Implemented a strategic briefing and planning process to better help clients and Agenda teams develop campaigns that met business objectives and exceeded KPIs across paid, earned and owned media.
- Responsible for leading new business efforts which resulted in new client wins including Starbucks, Pepsi, and Budweiser.

TBWA\CHIAT\DAY**Interactive Account Director - Pepsi**

Los Angeles, CA

May 2009 – August 2010

Served as strategic brand leader responsible for developing programs for digital channel integration across all Pepsi trademark brands: Pepsi, Diet, Max, Natural and Throwback.

- Brand leader from ideation to launch through optimization of the largest and most successful digital and social media campaign in Pepsi's history – The Pepsi Refresh Project.
- Served as member of TBWA\CHIAT\DAY digital strategy team responsible for evolving the agency from traditional brand agency to a fully integrated shop with world-class brand and digital capabilities.
- Member of the team that helped launch Apple's new ad platform (iAD) to agency clients including Pepsi and Visa.

G2 DIRECT AND DIGITAL (A Grey Group Company)**VP – Interactive Services**

Santa Monica, CA and San Francisco, CA

July 2008 – May 2009

Interactive practice leader for G2 – West (San Francisco, Burbank and Santa Monica) for clients and new business efforts. Responsible for the integration of interactive service offerings with offline campaigns for all G2–West clients including Adobe, UnitedHealthcare, Princess/Cunard, AAA, Electronic Arts (EA), Guidance Software and NetApp.

- Responsible for the continuous evaluation and sourcing of offshore development teams in China and India.
- Project owner and strategist for all large scale (\$2MM+) enterprise interactive projects including: UnitedHealthcare's Renewal Automaton System, Online Case Submission and Online Real-Time Quoting as well as the Adobe Marketing Automation System.

Management Supervisor

April 2007 – July 2008

Account lead for the multi-million dollar UnitedHealthcare account. Also responsible for interactive strategy and planning across all other agency accounts including Princess/Cunard Cruise Lines, AAA (Auto Club), Infosys, Net App, Adobe Systems, Guidance Software and new business.

- Created a new digital team structure which included in-house resources along with a technical teams located in Shanghai, China which resulted in over 50% cost savings and increased profitability for G2 Los Angeles and clients.

- Directed national rebranding strategy and execution plans for UnitedHealthcare's individual line of business, Golden Rule (Now known as UnitedHealthOne). Managed rebranding efforts through focus groups, gathering consumer insight and collaborating with planners to formulate a brand and media strategy.

GREY GROUP

Account Supervisor - Interactive

San Francisco, CA

August 2005 – April 2007

Responsible for initiating and guiding the strategic planning process for account work and determining workflow and assignments to ensure that objectives and deadlines were met.

- Directed a large project team (25+) consisting of account, planning, production, interactive, creative and technology professionals to develop the first ever Anthem/WellPoint interactive quoting and application utility targeted to small business employers and insurance agents.
- Established a relationship with an off-shore technology company team in Shanghai, China. Successfully integrated the off-shore team with the in-house technology team which resulted in increased efficiency and profitability.

Project Manager - Interactive

April 2005 – August 2005

Responsible for managing the interactive development team in the planning and execution of a wide variety of projects for the following clients: Nokia, Symantec, McAfee, Mervyns and Anthem/WellPoint.

AMERICAN GOLF CORPORATION (AGC)

Manager of Marketing Services

Santa Monica, CA

January 2000 – March 2005

Held a number of roles starting with Internet Marketing Coordinator to Manager of Marketing Technologies then Manager of Marketing Services.

- Responsible for supporting all marketing communications efforts including eCRM, branding, strategic planning, budgeting, coordination, and development of marketing materials that support customer acquisition, retention, new product launches.
- Launched the first ever AGC Email Marketing and eTee times system which included a robust (CRM) system.
- Launched over 150 websites over 5 years by directing a cross functional team of web designers, developers and internal teams.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA (USC)

Shanghai, China and Los Angeles, CA

SHANGHAI JIAO TONG UNIVERSITY

2009

GLOBAL EXECUTIVE MBA

SAN DIEGO STATE UNIVERSITY

San Diego, CA

B.S., BUSINESS ADMINISTRATION

1999

Major in Business Management; Minor in Political Science