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EXECUTIVE CREATIVE DIRECTOR

EXPERIENCE
2003 - 2000

RAW Interactive, Ltd., New York, NY
President/COO

www.rawinteractive.com

RAW Interactive, Ltd. is a privately held, multi-award-winning digital and print media services firm providing strategic consulting, intuitive design and multi-platform technology solutions, combined with integrated project management methodologies for corporations seeking to establish, improve or evolve their e-business and e-commerce initiatives.

Clients include:

IBM, Ford Financial, Ford Credit, Pricewaterhouse Coopers, Verizon, UPS, Century 21 Real Estate, First USA Bank, American Express, Ford Motor Company.

Engagements of 150K – 5MM

- Grew annual revenue 400%
- Established financial management system
- Redirected sales strategy
- Implement organizational and management practices
- Created strategic business practice within organization
- Lead efforts in acquiring and managing large accounts
- Initiated HR policies

2000 - 1999

LCI Communications, Ltd., New York, NY
Executive Director, Creative Services

www.lciny.com

LCI Communications is a creative services firm producing meetings, film, video and interactive projects for global corporate audiences.

Clients include:

Deloitte & Touche, Chase Manhattan Bank, Hollywood Video, Monsanto, University of Maryland, Playtex Apparel, Playtex Products, Instinet.com, Flashcom, AT&T

Engagements of 100K - 2M

- Revenue grew 50%
- Partnered with clients to define objectives/establish creative strategies
- Designed and managed production of presentation materials
- Collaborated with design and project teams of up to 100 people
- Aligned branding and corporate I.D. efforts
- Increased customer base, satisfaction and retention
- Recruited and retained top freelance and full time staff
- Facilitated R&D efforts
- Restructured business model to increase customer value while maintaining profitability
- Refocused mission and values
- Implemented new project systems and processes

1999 - 1997 **Seismic Events, Inc., New York, NY**
CEO/Creative Director

Corporate communication events production company.

Clients include:

Century 21 Real Estate Corporation, Cendant, MCI, Philip Morris, Fairchild Aerospace, NFL Properties

Projects ranged from 50K – 2.5MM

- Conceived, developed and designed all projects
- Conceived, developed and designed all marketing materials
- Recruited and retained top talent for projects
- Established mission and vision

1999 - 1997 **24/7 New Media**
CEO/Co-Founder

Designed and developed 3-D, fully animated, interactive college campus on CD-ROM

1997 – 1985 **Freelance Creative Director/Producer, New York, NY**

Creative Director and Producer of content and production for annual meetings, product launches, industry conferences, press announcements, special events and trade shows

Projects ranged from 100K - 14MM

Managed teams over 250 people in multiple international locations

Clients include:

American-Cyanamid, American Express Bank, America Online, Apple Computers, Bill Blass, Bristol-Myers Squibb, British Airways, Chrysler, CompuServe, Guinness Import Company, Holiday Inn, IBM, Kyocera Electronics, Little Caesar's Pizza, Lucent Technologies, Merck & Co., MetLife, Mobil Oil, MTV Networks, NCR, Neiman Marcus, Oldsmobile, Pfizer, Rhône Poulenc Rorer, Saturn, Schering-Plough, Unilever, Unisys, The US Olympic Festival, Wyeth-Ayerst and Xerox

1985 - 1977 Theatrical Stage Manager on Broadway shows included Speed the Plow (starring Madonna), I'm Not Rapport and several productions at Lincoln Center

SUMMARY

- Objective based
- Strategic, Client Focus
- Excellent Leadership and Communication Skills
- Self Directed Multi-tasker
- People Focused/Team Oriented/Motivational
- Multi Award winning

Etcetera

Dual US/EC Citizenship, NY New Media Association, Aircraft Owners and Pilots Association and the NY Cell of the Company of Friends