

# Dean Donaldson (FRSA)

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## Professional profile

### Transformation strategist. Consumer evangelist. Digital futurologist.

- I understand technological impacts on culture and have the ability to realise the potential to empower and transform organisations into market leaders via alignment with consumer trends.
- I filter future thinking through real world scenarios and infuse it with grounded research to provoke all stakeholders to rethink ways that can impact their bottom line and overall ROI.
- I help strategically position organisations with the best possible advantage to embrace new technology - for them and their clients - to drive actual and measurable business change.
- I take responsibility for driving vision and articulating a structured approach to rollout, adoption and implementation, working closely with sales teams to bring big game pitches to a close.

## Key achievements

- Delivered thought leading presentations at over 250 industry events in over 35 countries to bring insight into changing consumer behaviours and how brands connect with them
- Multiple television, radio and press articles including New York Times, Forbes, Wall Street Journal and front page of the San Francisco Chronicle – see [info.deandonaldson.com](http://info.deandonaldson.com)
- Developed cutting edge advertising technology, video and media rich products including a global advertising measurement system now used by agencies internationally
- Designed convergent solutions between TV / digital used in interactive reality TV shows
- Recognised industry leader; consultant to EU Commission and leading global brands and agencies whilst maintaining active involvement with various global industry councils
- Leading investigation into BioTech / IoT / M2M; loyalty programmes and contactless payments; relationships between AR and Ai or proximity and privacy; identifying genetic data profiling and hyper psychometric personalisation for DNA targeted intelligence via healthcare interfaces (GenoMedia).

## Career history

### Transformation Consultant / Managing Partner, Kaleidoko (p. Wink Wiggle Wave) July 2013 – Now

Offering transformation strategy & brand positioning to global brands, agencies, industry bodies and EU.

### EU Council, IPG MediaBrands, Samsung, Green Man Gaming, WeSee, Cogsdill, Criteo, AdForm, EGTA, RSA, IAB & SMEs

- Advising EU Ministers of Media and Culture on convergence agenda and impacts on privacy.
- Devised EGTA 40<sup>th</sup> Anniversary 'Platinum Era' story of media innovation from radio, broadcast TV into multi-channel convergence of devices and data: Concept, production to presentation.
- Consulting for C-level management at IPG MediaBrands (the global media holding company of Interpublic) to further develop the agency automation story and commitment in driving global programmatic buying, pay-for-performance and innovation across key international markets.
- Developing consumer-focussed 'Smart homes meet big data' strategies; Advising on home and music automation; Off and online integration, inc. mobile, OOH, Radio and broadcast TV.
- Articulating and showcasing digital vision at executive board level; from business objectives, commercial goals, enterprise needs to deliver profitable solutions with long-term ROI benefits.
- Helping challenge mind-sets on the role of technology vs talent in marketing strategies and the inevitable impacts on business models, product development, data analytics and legislation.
- Building marketing strategies, developing new brand positioning and lead product development, including help launch and secure funding for a VizTech start-up (Visual AI / Neural Networks).
- Scoping integration roadmaps; leading implementation; managing relationships with key partners.
- Run public speaker training sessions "Pitch-free Presentations" for sales staff / management.

### Global Head of Innovation, Digital Generation (DG) Inc

Aug 2011 – June 2013

Leading global advertising technology provider fusing TV and digital solutions to over 14,000 advertisers, 7,500 agencies in 78 countries with \$500m turnover and 1,800 staff. DG acquired MediaMind in 2011.

- Public face of DG, leads the innovation team, and works across marketing, product development and pre-sales to position organisation as thought leader and marketing technology specialists
- Uses assets and data to develop solutions for different mind sets across broadcast and digital
- Operates fluidly between marketing strategy, product innovation and sales enablement to create relevant product solutions to meet the continuous demands of advertisers and their agencies
- Pivotal role in developing unified brand strategy and product architecture around convergence
- Leading tactical execution of global roll-out, client engagement and press communications

- Pioneered 'second screen' synchronising TV/mobile content based on individual behaviour
- Strategic consulting for Samsung, L'Oreal, Estée Lauder, Audi, BMW, Bridgestone, Kimberley Clark, Kraft, Warner Bros, Disney, Aviva, IndoSat, Wynn Hotels, Amazon, Yahoo, Microsoft
- *"We have lots of speakers who are leaders in their field but rarely do we have the pleasure of a true evangelist with a real vision of where we need to be"* Colleen Whitney, SVP, Digitas Chicago

**Global Director of Media Innovation, MediaMind Inc (previously Eyeblaster) Apr 2008 – Jul 2011**

Responsible for raising the global profile of MediaMind and creating cutting edge products and solutions that allow advertisers to interact with consumers in new and innovative ways.

- Key role in re-positioning of organisation and creation of the new MediaMind brand and responsible for all creative direction prior to IPO and acquisition
- Driving global marketing strategy in building awareness of brand and products / pipeline strategy
- Managing global events, public speaking and evangelising with product launches worldwide
- Originated 'Dwell Measurement' concept and the 'Global Campaign Management' platform that transformed online campaign execution and analysis for agencies and brands worldwide.
- *"An essential part of our client digital days with fantastic ability to imbue clients with his contagious digital passion"* Le'Nise Brothers, Head of Interactive, PHD Rocket

**Channel Development EMEA, Eyeblaster UK Ltd Oct 2005 – Mar 2008**

Strategic business development role to maximise commercial revenue opportunities with this rich media technology provider of 200 staff and turnover of \$30m. Exceeded sales targets over \$2.6m per year.

- Developed productive relationships with top 10 EMEA agencies, portals, publishers and clients
- Devised creative strategies for global brands through analysing client need and utilising rich media technologies to create dynamic and measurable solutions
- Pioneered use of personalised targeted messaging which became the industry standards
- Led account wins including Levis, Warner Bros, Sony Ericsson, Honda, Direct Line and Philips
- Secured x2 Revolution Awards in 2007 for personalised, dynamic content within rich media
- *"Lives and breathes digital... one of the most driven and passionate people who has lent a plethora of support over the years"* David Pugh-Jones, Strategist EMEA, Microsoft Advertising

**Business Development Director, Five-by-Five (previously Lawton Comms) Oct 2003 – Oct 2005**

Set up and managed the B3 rich media products division of Five-by-Five, a top 15 UK e-marketing firm with 120 staff and turnover of £18m.

- Developed partnerships with agencies, suppliers and clients to develop innovative rich media solutions, with emphasis on video, social and dynamic content across media channels
- Secured major new business including Adidas, Ladbrokes, Universal Pictures, 20<sup>th</sup> Century Fox
- Led first interactive video-based communication solution for ITV's Celebrity Love Island
- *"A digital visionary who makes you instantly re-think strategy and approach with solid facts and information"* Mark Cox, European Marketing Manager, Activision

**Sales and Marketing Manager, Fresh Egg Ltd Jun 2002 – Oct 2003**

Driving technological and creative sales alongside MarComms strategy for this specialist award-winning SEO and CMS organisation of 15 staff and £1m turnover.

- Secured new wins including BOC Edwards, Sanctuary Spa, Pevonia and SwissCom Telecoms

**Client/Creative Director, Pinnacle Internet Services Nov 1998 – Dec 2001**

Negotiated sale of Feesch and transfer of clients and staff and established and managed the creative department and European account development for this top 10 ISP and creators of JobSite.

**Owner/Managing Director, Feesch Creative Ltd Aug 1996 – 1998**

Set up and developed first interactive agency in region. Opened first government-backed cyber centre.

**Various senior roles as Graphic Designer 1988 – 1996**

**Professional development**

**MA with Merit in Creative Media Practice Bournemouth University 2007 - 2010**

An ethical exploration into the future of proximity-based addressable advertising using Near Field Communication (NFC), tackling privacy concerns surrounding user profiling

**Certificate in CRISPR: Gene-editing Applications Harvard X 2019**

An introduction into the fundamental principles of gene-editing and ethical applications to healthcare, agriculture, food, and energy industries.

**References available on request**

A fellow of the RSA, a list of recommendations can be seen at: [recommendations.deandonaldson.com](http://recommendations.deandonaldson.com)