

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.
- Believes the future of healthcare is the biggest challenge facing (and yet opportunity for) humanity.

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
- Developed cutting edge media 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 media / creative agencies whilst maintaining active involvement with various global industry councils
- Leading investigation into BioTech / IoT / M2M; relationships between AR and AI or proximity and privacy (loyalty programmes and contactless payments); 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 / Local businesses

- Advising EU Ministers of Media and Culture on convergence agenda and impacts on privacy.
- 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.
- 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.
- Build marketing and media strategies, develop brand positioning, lead web / video / product dev.
- Devised EGTA 40th Anniversary 'Platinum Era' story of media innovation from radio, broadcast TV into multi-channel convergence of devices and data: Concept, production to presentation.
- 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, OTT and CTV.
- Helped lead launch and secure funding for 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, 20th 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](https://www.recommendations.deandonaldson.com)