

Chief Executive Officer | Scaled Global Operations to \$100M+ Value | Championed \$75M Turnaround

IMPACT: \$500M Platform Integration — \$40M Post-Merger Synergy Gains — 10x Revenue Growth Leading to 7-Figure Acquisition

C-level mastermind with 15+ years of influencing large-scale transformation, cross-border growth, and integrated service delivery across technology, commerce, and creative sectors. Built global operating frameworks spanning **EMEA, LATAM, and North America**, unified five acquired firms under a single go-to-market structure, and **led merger integration of a 2,000+ employee organization** without disruption to service or profitability. Known for stabilizing complex operations while driving innovation, translating cultural shifts, resource model redesigns, and stakeholder misalignment into outcome-based ecosystems trusted by boards and Fortune 500 partners.

SIGNATURE STRENGTHS

- ▶ Strategic Growth Planning
- ▶ Scalable Innovation Models
- ▶ Data-Driven Decision Making
- ▶ Enterprise Account Development
- ▶ M&A Integration and Post-Acquisition Strategy
- ▶ Global Operating Frameworks
- ▶ Team Leadership and Development
- ▶ CRM Optimization and Client Retention
- ▶ Board and C-Suite Engagement
- ▶ Revenue Pipeline Acceleration
- ▶ High-Performance Team Building
- ▶ Full P&L Ownership

BIG WINS

- ▶ **Brand Management and Market Positioning:** Masterminded brand repositioning, evolving service offerings to create a competitive edge, leading to Forrester recognition as a leader in the commerce wave, **25% market share increase**, and **\$50M in annual revenue**.
- ▶ **Mergers and Acquisitions:** Led turnaround of WPP acquisitions, including retail media and nearshore development, by leading integration strategy and developing a service offering, yielding **30% client retention improvement** and **\$40M in post-acquisition revenue**.
- ▶ **Global P&L Management:** Orchestrated P&L management across North America, Latin America, and EMEA, managing teams across seven service lines, driving **20% profitability growth within each region** and **\$100M in cost savings over three years**.

PROFESSIONAL HISTORY

Wunderman Thompson Commerce & Technology (formerly Gorilla Group) ▪ Chicago, IL April 2015–Present

Chief Executive Officer (March 2023–Present)

Direct strategic vision and transformative initiatives across the organization, driving major changes to maximize operational performance, integrating advanced technologies, and steering a global team through dynamic market conditions and organizational restructuring.

- ▶ **Increased annual revenue growth by 30%, generating \$75M in additional revenue** through design and rollout of a go-to-market plan, integrating diverse service lines, including strategy, experience, apps, marketing technology, and data.
- ▶ **Boosted operational efficiency by 25% and saved \$15M** by consolidating business functions into VML during the Wunderman Thompson / VMLY&R merger, establishing a service framework to improve service delivery and client satisfaction across all platforms.
- ▶ Helmed integration of Gorilla Group and **four additional acquisitions into a unified \$500M commerce and tech platform** under the Wunderman Thompson brand—**achieved \$40M in operational synergies** and expanded client reach across three continents.

Chief Operating Officer | Chief Strategy Officer (April 2020–March 2023)

Navigated complex operational challenges during the pandemic to drive top-and-bottom-line growth by overseeing sales, service delivery, people management, legal, and finance, promoting operational excellence and alliance across the board. Managed financial strategies for the company, handling budgeting, forecasting, and financial reporting to maintain fiscal health and support business objectives.

- ▶ **Raised organizational efficiency by 40% and saved \$20M** by establishing a shared service model across operations, HR, and finance, expediting integration processes and bolstering support for operating companies, enabling greater scalability.
- ▶ **Boosted employee retention by 25% and saved \$10M in turnover costs** by redesigning performance management, creating an environment characterized by transparent decision-making and an outcome-driven culture rooted in autonomy and accountability.
- ▶ Architected KPI frameworks and centralized shared services across 7 business units, **reducing operating costs by \$20M**, increasing efficiency by 40%, and **enabling delivery for 150+ enterprise accounts** while upholding operational continuity through pandemic-era disruption.

Chief Strategy Officer (CSO) (September 2017–March 2023)

Partnered with the CEO to shape and execute Gorilla's vision, preparing the company for major growth and a high-profile acquisition by leading strategic initiatives and optimizing client deliverables. As a key stakeholder, directed a portfolio of 150+ accounts and guided mergers and acquisitions (M&A) efforts, positioning Gorilla Group for market entry and expansion, while delegating daily operations to skilled teams.

- ▶ **Amplified market valuation by 40% and added \$100M in value** by championing exploration and integration of new services, including technology consulting, B2B content marketing, and Salesforce marketing cloud, driving major organizational growth.
- ▶ Overhauled the firm's delivery model by transitioning from 100% FTE dependency to a global talent strategy, activating **30% increase in scalability and saving \$12M in annual resourcing costs** by reducing overstaffing and increasing project elasticity.
- ▶ **Ignited 35% boost in organizational efficiency** by modernizing back-office infrastructure (PSA, HRIS, and financial platforms), **boosting monthly close cycles by 50%**, enhancing data accuracy, and laying foundation for data-driven decision-making.
- ▶ Elevated global standards across eight practice areas (including UX, creative tech, digital marketing, and analytics), unifying delivery models and **unlocking 25% increase in client renewal rates** through consistent execution and brand experience.

Executive Creative Director (April 2015–August 2017)

Steered evolution of the company, fueling service upgrades and cultural reforms to accelerate growth within diverse B2B and B2C markets. Headed global teams across user experience design, visual design, content strategy, and customer experience management, while pioneering new growth practices and guaranteeing seamless integration from sales through to delivery.

- ▶ **Generated \$35M+ in net-new revenue** as the firm's top revenue driver, securing enterprise-first wins and record-breaking contracts, **expanding average deal size by 45%** and positioning the company as a market leader in digital commerce innovation.
- ▶ Designed and implemented an advanced delivery methodology and success measurement system, **boosting gross margins by 19% and raising client satisfaction scores by 31%**, driven by real-time accountability metrics and standardized execution playbooks.
- ▶ Overhauled front-office operations by launching performance-based go-to-market strategies, modernized service packaging, and CRM automation, **cutting sales cycle length by 25% and increasing client retention by 33% within 18 months**.
- ▶ Led a sweeping cultural transformation by codifying core values and launching a peer recognition framework, **doubling internal engagement scores and influencing a 3-year trend of voluntary turnover decline**, with the firm recognized as a top employer in its segment.

MMA Group ▪ Chicago, IL

November 2007–May 2018

Co-Founder

Spearheaded establishment and expansion of a Chicago-based real estate investment corporation, acquiring, managing, and expanding a portfolio of over 20 high-value commercial properties in Chicago's bustling West Loop, leading to a lucrative exit in 2018.

RDI/A (Formerly Oncall Interactive) ▪ Chicago, IL

January 2005–March 2015

Business Owner | Managing Director | Chief Operating Officer | Chief Technology Officer | Chief Creative Officer

Created and executed a unique agency methodology and operational process adapting to evolving business dynamics, establishing a new experience department to position the agency as a front-runner in market innovation. Revamped the agency's operational infrastructure by upgrading PSA, HRIS, and talent acquisition systems, driving substantial gains in productivity and operational efficiency.

- ▶ Directed execution of 1,000+ digital campaigns for Fortune 500 clients (Nike, DirecTV, Honda, McDonald's), attaining **96% on-time delivery rate and 4.8/5 average client satisfaction score** through a matrixed delivery model blending creative and engineering teams.
- ▶ **Scaled agency revenue 10x over eight years**, leading to a 7-figure acquisition, and oversaw post-deal integration, including brand repositioning and GTM consolidation, **retaining 95% of clients and doubling inbound pipeline within 12 months**.

EDUCATION**Bachelor of Arts in Telecommunication**

Michigan State University – East Lansing, MI