

# Bradley O'Brien

GLOBAL BRAND CONSUMER MARKETING, STRATEGIC PLANNING, STORYTELLING & INNOVATION EXECUTIVE

Phone: 917-279-1584 Email: [hibradleynyc@gmail.com](mailto:hibradleynyc@gmail.com) Portfolio: [www.bradleyobrien.com](http://www.bradleyobrien.com)

## EXPERIENCE

AD HABIT - New York, NY / December 2014 – Present (7 years, 9 months)

Founder, Global Brand Consumer Marketing, Strategic Planning, Storytelling & Innovation Executive

- Establish global brand strategy and objectives on new program and product categories and emerging markets; identifying the risk and benefits through new market research tactics and concept testing
- Provide thought leadership in assessment of concepts and experiences, as they relate to usability, user interface and overall experience.
- Oversee the development of organizational models and detailed discovery, strategy and planning, user case journeys, creative development, ecosystems, process, branding and retail tactics, programs and brand program launches.
- Lead global omni-channel digital and ecommerce transformation for Fortune 500 brands. Lead teams of up to 75 members and partner with regional marketing leaders to assure regional marketing tactics are addressed
- Increase brand recognition, activation and retention by 32%. Enhance appropriate messaging strategies across various customer segments/personas to move consumers through the awareness, consideration and intent phases of the buying funnel
- Oversee entire program/product life cycle from strategic planning to tactical execution; develop campaigns to create awareness and increase service adoption aimed at target markets
- Conceive and introduce new market research tests that experiment with new targets, approaches, creative and offers

SONY - New York, NY & Tokyo, Japan / October 2011 – December 2014 (3 years, 3 months)

VP, Global Digital Transformation, Consumer Marketing & Sony Media Lab

- Oversaw the strategic and tactical planning of global web transformation process for Sony.com global digital and ecommerce consumer marketing across 45 countries including target markets and segments, and messaging channels
- Drove national annual revenue of \$150M to Sony Electronics and oversaw internal marketing P&L budget of \$120M
- Assured growth of digital markets and revenue, ecommerce, content creation across multiple verticals, activation, geo-targeting, digital retention, SEO, SEM, CRM, social media and analytics
- Led the planning, creation and launch of Pottermore, J.K. Rowling's OTT SVOD online home which engaged users through interactive experiences including being picked for a magical house, learning spells. This was accomplished through storytelling, educational videos, animated content, algorithms that gave each user a unique journey through the space and experiences. Brand activation increased to 12 million users in just 8 months
- Created Sony Media Lab; in-house social media, campaign and content management studio that produced content for all Sony verticals and had all current Sony and competitor's hardware available for testing and familiarization of capabilities
- Oversaw all global advertising, content development and social media deadlines and process workflow surrounding the launch of J.K. Rowling's 'Pottermore.com' site and e-book launch; partnered with launch team to build global strategy
- Partnered with executive team and global regional marketing leaders to manage process and establish global revenue goals
- Led the application design, architecture and implementation of ecommerce platforms that have included key components such as payment processing, merchant of record, product management tools, global address validation, security and order processing and fulfillment

R/GA - New York, NY / January 2008 – October 2011 (3 years, 10 months)

VP, Integrated Media & Innovation, Executive Producer

- Facilitated entire campaign, program, product life cycle from robust strategic planning to tactical execution; developed campaigns to create awareness and increase service adoption for the target market segments for Fortune 500 businesses including Sony, Nike, HBO and HBO GO, Chanel, L'Oreal Paris, Pepsi, Heineken, Samsung, Google, Beats by Dr Dre, Getty Images, Nokia, HP, Converse, Alfa Romeo and Ad Council
- Utilized new technologies including VOD, augmented reality, gamification, artificial intelligence, virtual reality and projection mapping to launch innovative brand experiences and content including HBO GO, Nike iD, Inside Chanel, Beats Pills, Nike Human Race, Nokia Live, Nike True City and The Pursuit by Equinox which all garnered international attention throughout the industry, blogosphere and influencers. These first-to-market programs also increased brand activation significantly
- Headed discovery and new business exercises, conducting focus groups and using market research, insights and user case journeys to gain understanding of specific consumer behaviors in order to create exceptional user experiences
- Executed all elements of product launch, including planning, estimating, managing resources, tracking and controlling projects, managing quality, risk & opportunity, seller relations, communicating & documenting, and change management
- Managed ROI and P&L in excess of \$200M and maintained all client needs
- Built in-house production and content studio including sound stages, final cut and avid pro stations and top equipment to produce any client needs; built network of influencer, social media and content teams leading campaign and retail innovation and top production directors and artists
- Liable for account growth, staffing, client satisfaction, prioritization of all deliverables and ensuring quality and client campaign and branding objectives

DOUBLE FUSION - New York, NY & San Francisco, CA / August 2006 – January 2008 (1 year, 6 months)

Senior Director of Sponsorship Integration & Publisher Relations

- Executed revenue-generating in-game ad placement and engagement opportunities for console and casual games, fostering relationships with publishers including Ubisoft, Konami, THQ, Rockstar, Zynga and Oberon
- Partnered with executive management and global brand, sales team to create opportunities for brands to participate in community engagement programs, consumer retention and virtual rewards
- Conceived in-game and digital strategy with global key strategic accounts including Apple, Microsoft, Sony, Nintendo, Amazon, Valve and major cloud gaming providers
- Created and managed global product placement and dynamic In-Game-Advertising strategy by establishing relationships and executing contracts with leading publishers generating over \$10M in 24 months
- Executed integrated lead generation campaigns, ensuring efficient lead capture through optimized dynamic landing pages and other marketing automation assets and processes

TBWA/CHIAT/DAY - New York, NY / July 2005 - August 2006 (1 year, 2 months)

Head of Global Consumer Marketing, Production and Content Strategy – Absolut Vodka

- Drove discovery, planning and creative development and global pitches for 'In An Absolut World', 'Absolut Unique', 'Absolut Drinkspiration' global brand campaigns as well as several new flavor launches
- Strategized and communicated digital, social media, content, emerging media, traditional, OOH and direction from global creative director to seven teams of art directors reflecting each global market
- Identified key global strategies and opportunities in new product innovation, partnering closely with the product development, creative, events and packaging teams sharing valuable market research insights on how to maintain status as top premium spirit
- Managed all client needs and prioritized all marketing briefs, statements of work and global staffing plans
- Built and negotiated terms and rates with in-house production studio; led all photo shoots, commercial and site content
- Led production of absolut.com and absolutdrinks.com and managed vendors to produce all global web presence, rich media content and banners

SIRIUS XM SATELLITE RADIO - New York, NY / November 2003 – July 2005 (1 years, 9 months)

Senior Director of Consumer and Brand Marketing

- Partnered with executive team and station producers for over 150 streaming channels of music, sports, news and entertainment channels to develop programming, campaigns and site content
- Led mergers and acquisition team that handled brand negotiations and created Maxim Radio, Cosmopolitan Radio, Martha Stewart Radio and Howard Stern
- Partnered with brand promotions and talent relations team to assure each acquisition garnered press attention and worked to create cross-channel marketing platforms
- Analyzed industry trends and competitive landscape
- Oversaw opportunity indemnification and evaluation and formulated new quarterly offers and promotions online and in-store

NICKELODEON, VIACOM - New York, NY / September 1999 – November 2003 (4 years, 3 months)

Director, On-Air Production, Integrated Marketing & Content Strategy

- Headed the planning, production and implementation of on-air broadcast, post-production, digital, events and integrated programs for Nickelodeon, Nick at Nite and launch of TV Land. cable network
- Partnered with building resources to budget and staff in-house production, content and archival studio; oversaw the creation, set design and staff for in-house 'U-Pick' live from NYC MTV Studios
- Led production of 'Slime Time Live' through live-feed from Universal Studios in Orlando and oversaw all live events including the annual 'Kids Choice Awards', upfront presentations, the Licensing Show and various tentpole events
- Devised strong relationships with animation studios to market new series development and launch Spongebob Squarepants, Dora the Explorer, The Fairly Oddparents, Jimmy Neutron, Invader Zim, Angry Beavers, Catdog, Ren and Stimpy and other series in development
- Forged relationships with Ubisoft & THQ to create online portal for children and CRM initiatives for children, teens and parents

## AWARDS

DIGITAL AWARDS ([Partial List, See Portfolio for Full List](#))

- Beats by Dr Dre 'The Pills' Global Launch – 2014 Gold Cannes Lions
- Sony Global Re-branding & 'Be Moved' Launch
  - 2014 Silver Cyber Cannes Lions
  - 2014 Andy Awards
- CHANEL 'Reflections' Global Site Redesign & Ecommerce
  - 2011 Silver Cyber Cannes Lions
- HBO Site Redesign – Best Visual Design – Webby Awards 2010
- HBO GO Mobile App – 2010 Silver Cannes Lions, 2010 One Show
- Nokia Vine – Gold – 2009 Gold Cannes Cyber Lions Awards
- Ad Council 'That's Not Cool' Teen Cyber Bullying Media
  - 2009 Bronze Cyber Cannes Lions
- Nike 'iD' Global Ecommerce Customization Launch –
  - 2009 Gold Cyber Lions - Ecommerce
- Nike Global 'Human Race' – 2009 Silver Cyber Cannes Lions Awards

## SKILLS

Global Marketing, B2C, B2B, Digital, Ecommerce and Innovation Transformation, Omni-Channel Strategy, New Technologies, new software and product planning and launches, Google's Rank Brain, AI, VR, AR, Personalized Content Strategy & Development, Mobile Development and Shopper Insights, Social Media, Immersive & Innovative Engagements, Retail, branded content and film production, events marketing, Strategic Planning, Big Data, Market Research, Define Personas, UX Design Leading Discovery & User Case Journeys, brand awareness, activation and retention, SEO optimization and strategy, OTT, SVOD, TVOD & AVOD, Adobe Test and Target, Adobe Creative Suite, CRM, UX design, Ecommerce, Oracle, Adobe CQ5, ATG, IBM Websphere, WordPress, Drupal, Magento, Demandware,, Omniture, Salesforce, IBM Cognos & Watson, Analytics, SEO, BaseCamp and Microsoft Project.

## EDUCATION

Columbia University, New York, NY – B.A., Communications, GPA: 3.8 - Graduated, June 1992