

GEORGE STRAKHOV

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Digital lead turned planner turned
creative technologist.

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50% BUSINESS LEAD

I have started companies and grown them from zero to 15 staff and USD \$2m revenue. More than once, in different parts of the globe and across various industries.

50% GEEK

I have designed and developed software and hardware for big brands and ambitious startups. I have prototyped wearable devices for sensory substitution. Yes, I know how to code, sew and solder.

100% PLANNER

I have developed integrated communication campaigns, digital roadmaps, brand DNAs, innovation processes and training workshops for some of the world's largest and most ambitious brands.

QUICK FACTS

- Born on February 14, 1987 in Tbilisi, Georgia, USSR
- Fluent in Russian, English & Javascript
- Educated in Russia (Moscow State University, South Asian History Department, proud dropout)
- Based in Hong Kong, China (currently on extended paternity leave in Moscow, Russia)
- Advanced user of all things Google, Mac, Linux, Microsoft, Adobe, Git, Vim, Lego and Play-Doh

WORK

CURRENT POSITIONS

- Managing Partner @ TEN-X
Managing a boutique strategy & innovation consultancy which works with a number of blue-chip clients across Asia (Carsberg, Calvin Klein, PepsiCo, Pacsafe).
- Board Member @ Gravity
Advising and growth-hacking one of the most dynamic Social Media agencies in Russia.

PREVIOUS EXPERIENCE

- Planner @ DDB Hong Kong
Developing communication and business strategies for key clients in Hong Kong and across Asia: McDonald's, Manulife, Vitasoy and many others.
- CSD @ Tribal DDB Russia
Co-founding the local office of a leading global digital advertising network. Managing a department of 10+ client service managers, growing the agency from zero to USD \$2m in revenue.

SIDE PROJECTS

- Oneslide.org - applicable knowledge on one slide.
- Story.fund - repository of good stories that are worth a thousand words.
- Ideabank.io - bank of ideas worth supporting & sharing.
- Canwemake.it - experiment in combinatorial creativity.
- Pdfliveshare.com - remote presentations that just work.
- Unhammer.co - curated repository of creative tools.

OUTSIDE WORK

I have been married for over 10 years and am a happy father of three. When not busy parenting, I play a number of musical instruments (mostly guitars and woodwinds), practice slacklining and rock climbing (bouldering), read vintage science books, listen to obscure jazz and blues artists, play Go (board game), tinker with electronics and smoke toothpicks.