

STEFFEN RUSTEN

Communications | Growth | Marketing

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Bangkok, Thailand



EXPERIENCE

Strategy Manager

Playbasis

Jan 2016 - ongoing

Bangkok, Thailand

Delivering results through fun. Playbasis solve problems, with games.

- Lead the creation of effective gamification solutions for clients
- Built our monthly run-rate to >\$1 million.

Demand Manager

Uber

Nov 2014 - Nov 2015

New Zealand

Creating possibilities for riders, drivers, and cities.

- Grew Wellington from 0 to >10,000 trips per week, Auckland to >50,000 trips per week
- Delivered more than 10,000 new rider sign-ups with initiatives I lead
- Managed teams of Brand Ambassadors across several projects
- Established partnerships with 20+ University groups, to drive community driven rider and grow brand favourability among students
- Created a new tracking methodology that allowed us to monitor the success of both online, and offline, marketing efforts.

Digital Marketing Manager

New Zealand Racing Board

Apr 2013 - Oct 2014

New Zealand

The organisation behind all New Zealand racing and betting.

- Created and executed the company's digital and social strategies
- Launched a new user interface that lead to a more than \$1 million, or 10%, growth in an establish betting product, within one month and without IT involvement
- Conceived, lead and executed a 2014 Football World Cup campaign that beat targets by 50%, attracted national media attention, lead to record betting turnover and put a live chicken on prime-time television. No animals were harmed.

Marketing Manager

GE Capital

Jan 2010 - Apr 2013

New Zealand

Financial Services unit of General Electric

- Created and launched GE Capital New Zealand's social and digital strategies across B2C and B2B finance operations. Ensured our strategies effectively served brand, marketing and customer service needs
- Lead integrated campaign to launch a new Credit Card brand, which utilised the full suite of media channels, including TV, Outdoor, PR, Digital, Social, and Event Activation.

SUMMARY

I like making tough things simple. I believe in the power of a brand. I know the value of a story. I get things done. Data is life.

KNOWN FOR



Courage

Because I embrace being outside my comfort zone. Like leaving a comfortable career to redefine myself in the startup world. Or travelling the world solo.



Delivering Uber to New Zealand

Because I was part of the initial team that brought Uber to New Zealand, in Auckland and Wellington. In the face of incumbent resistance, we were driven by consumer demand for a better ride and driver demand for better earning opportunities.



Taking Risks

Because I always have. I launched a product that many people were against It generated \$1 million in it's first month. I'm not about safety, I'm about results.

LANGUAGES

English

Native



Norwegian

Proficient



WORDS TO LIVE BY

In God we trust. All others, bring data.

W. Edwards Deming

EDUCATION

Bachelor of Commerce, Marketing and Economics

University of Auckland

Feb 2004 - Nov 2008

New Zealand

TOP SKILLS

Marketing



Growth Hacking



Branding



Strategy



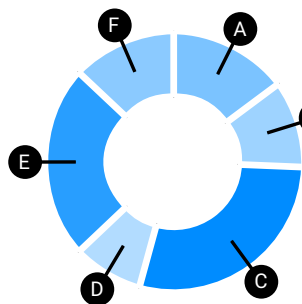
Analytics



User Experience

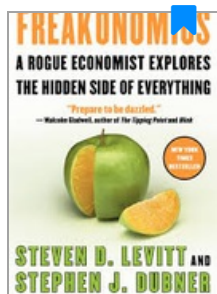


MY TIME



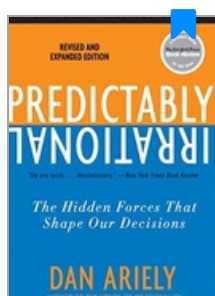
- A Talking to people I admire
- B Identifying new problems
- C Getting things done for Playbasis Ltd.
- D Forcing myself to exercise
- E Working on side projects
- F Reading and learning

FAVOURITE BOOKS



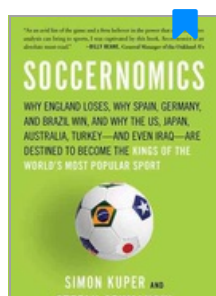
Freakonomics

Steven D. Levitt & Stephen J. Dubner



Predictably Irrational

Dan Ariely



Socceronomics

Simon Kuper & Stefan Szymanski

PROUD OF...

New Zealand Society of Thailand

Jan 2016 - ongoing

Society committee member, helping to organise member events and communications

- Master of Ceremonies at the NZ Bangkok Ball 2016, with more than 500 attendees including Ambassadors, prominent business people and a whole bunch of fantastic people.

UberICECREAM 2015

July 2015 - July 2015

Lead the 2015 New Zealand UberICECREAM project.

- Facilitated the delivery of ice cream across five New Zealand cities, at a time when Uber was only operating in two of them.
- Beat delivery targets
- Managed a team of over 100 people across diverse locations
- Had huskies deliver dogs using snow sleds.

TAB 1 Shot at \$5 Million

July 2014 - July 2014 New Zealand

Created the TAB's 2014 Football World Cup Campaign. The campaign was a bracket, or results picking, competition with free entry and the chance to win \$5 million.

- Over 30,000 entrants, target was 20,000.
- Flow-on effect of huge betting participation, resulting in record, target beating, turnover.

MY PASSIONS



Technology and Design



Equality



Travel



Football (Soccer)



Photography