

# Craig Howe

Digital Strategy and Marketing Executive

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## Summary

My career has been built on two core principles: Shaping a unified vision through leadership and insight, and identifying and evangelizing digital strategy and marketing innovation.

These principles have allowed me to:

- \* Help iconic brands adapt and thrive in an ever changing digital world
  - \* Craft a unified social media strategy and vision for 32 NFL teams
  - \* Contribute to the acquisition value of SnappyTV by tracking to \$1M+ in annual revenue through strategic partnerships
  - \* Launch one of the first pure social media agencies with offices in Los Angeles, New York, Toronto, London, and Uppsala, Sweden
  - \* Scale and sell Rocket XL, evolving the agency into an award-winning digital shop with nearly \$10M in annual revenue
  - \* Successfully oversee global marketing for a \$200M+ portfolio of cornerstone franchises at Universal
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## Experience

### **CEO at Rebel Leader Syndicate**

August 2012 - Present (2 years)

Rebel Leader Syndicate is a strategic digital marketing consultancy that helps iconic brands adapt and thrive in an ever changing digital world. By leveraging deep experience in digital and social media leadership, creative development, strategic partnerships, and digital revenue and referral models, Rebel Leader brings a unified strategy to life across diverse communication channels.

Current projects include:

- \* Leading development of over-arching content and revenue strategy across all digital, mobile, social, and in-stadium channels for the Chicago Bulls. Responsibilities include building staffing and structure recommendations, establishing core success metrics, and mapping out digital revenue growth opportunities.
- \* Guiding strategy and creative integration of social media technology into Levi's Stadium for the San Francisco 49ers. Launching in September in the heart of silicon valley, Levi's Stadium is poised to establish a global standard for social media innovation and integration. Rebel Leader's involvement includes crafting overarching strategy, proactive management of social platform and technology partners, and collaborative development of innovative digital marketing activations around tentpole events.

### **Chairman - RL Syndicate Ventures at Rebel Leader Syndicate**

May 2012 - Present (2 years 3 months)

Rebel Leader Syndicate Ventures is a holding company that includes a portfolio of start-ups that I've either invested in, serve on as an Advisory Board member, or actively mentor/advise as a passionate supporter of early stage companies. Rebel Leader's portfolio includes a host of diverse business across a variety of market sectors:

- \* Blayze - Sold to Vobile Technologies, 2013
- \* Swing-by-Swing Technologies - Sold to Back9Network, 2014
- \* Elevation Cycles
- \* Stillfront A/B
- \* Hypterlite Mountain Gear
- \* Amplify LA - Mentor
- \* MuckerLab - Mentor
- \* Launchpad LA - Mentor

### **Head of Social Media Strategy and Creative | NFL Club Sites at National Football League**

August 2013 - July 2014 (1 year)

Head of social media strategy and creative for NFL Club Sites division shaping a unified approach and optimized recommendations for all 32 NFL Clubs. I led an internal team that:

- \* Maximized effectiveness of digital referrals and revenue generation through social media
- \* Aggregated and identified success metrics based on key learning from all 32 Clubs
- \* Devised detailed strategic and creative content recommendations for tentpole league + team events, partnerships, and revenue objectives
- \* Crafted the Denver Broncos social media strategy for the 2013 season, helping the team finish in the Top 3 in NFL across key social measurement categories
- \* Shaped Strategic vision and planning for 2014 season, managing input from diverse digital leaders outside the world of sports

### **Advisor - Growth Strategy at SnappyTV**

August 2013 - July 2014 (1 year)

SnappyTV was recently acquired by Twitter for it's visionary technology that helps fuel key shareable moments from real-time global sports and media events. My role at SnappyTV was to help build and communicate value by devising brand and platform positioning, crafting business development approach, and formulating key strategic partnerships. To accomplish this I led the following:

- \* Devised platform positioning and business development strategy to maximize new client adoption
- \* Identified and developed anchor partnerships with industry leaders in new brand category
- \* Responsible for delivering \$1M+ revenue target through strategic partnerships
- \* Part of integrated team that was on track to generate a 3x revenue increase in total revenue, helping to grow the valuation of the company

*1 recommendation available upon request*

## **Entrepreneur in Residence at Telluride Venture Accelerator**

June 2013 - August 2013 (3 months)

- \* Helped each start-up craft their story and devise formal pitch materials for high level venture capital, investment banking, and angel investment meetings
- \* Developed brand messaging and top-level digital strategy
- \* Advised each company on balancing current business operations while seeking additional capital

*1 recommendation available upon request*

## **Founder & Board Member at Rocket XL**

April 2012 - May 2013 (1 year 2 months)

After stepping down as CEO of the agency I founded over a decade ago, I served in a strategic advisory capacity helping the new leadership navigate the evolving digital and social media agency landscape, in addition to executive level client management and strategic business development with Fortune 100 companies.

## **Founder & CEO at Rocket XL, Inc.**

November 2002 - March 2012 (9 years 5 months)

- \* Founded, scaled, and sold one of the first global social media agencies with offices in LA, NYC, Toronto, London, and Uppsala, Sweden
- \* Served as lead agency in developing Unified social media measurement metrics for Unilever
- \* Help devise integrated digital and social media strategy and creative executions for Fortune 100 companies (Unilever, Samsung, IKEA, Kraft/Cadbury, NHL, EA, Activision, the United Nations, etc.)
- \* Achieved growth and exit organically; no loans, investment partners, or investment capital
- \* Evaluated and implemented social media revenue and referral generation technologies (F-Commerce store fronts, Social CMS platforms, Social event based sales platforms, etc.) on behalf of multiple agency clients

*5 recommendations available upon request*

## **Director of Marketing at Vivendi Universal**

April 2000 - September 2002 (2 years 6 months)

- \* Developed global brand strategies and managed execution team bringing numerous top industry video game IP and film properties to market in US, Europe, and Japan
- \* Led migration to social media as core function of marketing mix - truly a necessity to reach gamers who were early adopters of digital peer-to-peer communications

## Honors and Awards

### **Rocket XL has won numerous awards for digital innovation**

Sabre Award Finalist

Mashable Finalist for "Best Social Media Agency"

Effie Award

Sports Promax Award

PRSA Silver Anvil

PRSA Bronze Anvil

Media Innovations Gold

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## Skills & Expertise

**Digital Strategy**

**Digital Media**

**Online Advertising**

**Marketing Strategy**

**Social Media**

**Marketing**

**Strategy**

**Entrepreneurship**

**Digital Marketing**

**Mobile Marketing**

**Strategic Partnerships**

**New Media**

**Analytics**

**Integrated Marketing**

**Mobile Applications**

**Social Marketing**

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## Education

**University of Colorado Boulder**

BA, Economics w/Business Emphasis, 1990 - 1994

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## 7 people have recommended Craig

"Craig has a deep understanding of social media, advertising and media. He contributed to SnappyTV's strategy for penetrating brands and executed successful deals within new categories for the company. Craig also leveraged his relationships and deal making capabilities to help the company close media deals."

— **Mike Folgner**, was Craig's client

"Craig was one of two entrepreneurs in residence within the Telluride Venture Accelerator in 2013. He was the keynote at our launch event and did a great job digging into the digital strategy of our participating companies. In addition, he worked directly with each company helping them craft their stories and prepare for our culminating event, demo day. Craig continues to advise a number of our participating companies and remains a valuable mentor to TVA."

— **Jesse Johnson**, *Director & co-founder, Telluride Venture Accelerator*, was with another company when working with Craig at Telluride Venture Accelerator

"Craig is one of those very rare individuals who possesses the innate talents of the most successful entrepreneurs. He is visionary in his outlook, enthusiastic in his leadership and strategic in his execution. He is a creator. An innovator. And a smart business builder who has the courage to be a genuine thought leader and does it in a way that compels others to not only believe, but to embrace his vision. It was exciting and inspiring to work with Craig. Don't miss your opportunity."

— **Colin Schleining**, *President, EDC North America, edc communications*, managed Craig at Rocket XL, Inc.

"Craig has been a valued partner over the years. He has the power to relate to people and take difficult concepts and simplify them so that all can understand. He excels in strategic marketing with a deep understanding of social media making him the ideal partner. I have learned a tremendous amount from him. His entrepreneurial spirit is what drives him to want to do the best work, but his heart is what makes him someone you want to work with, always."

— **Stacie Bright**, was Craig's client

"I've had the pleasure of working with Craig in my role as Director of Social Media at Rocket XL. Craig always understood and was able to clearly communicate the value of social media and how it was rapidly transforming the world of marketing, years before marketers understood the impact and value it would have on their business. I always believed his ideas and views on social media were years ahead of other "experts"

in the space. Craig always had the ability to engage and speak the language of our clients, while continuously guiding them on their social marketing discovery and adoption. Something that was always inspiring to witness. What I personally appreciated most about Craig was his ability to trust his team to develop and deliver, always encouraging them to push the envelope and provide the best service to our clients. For me personally, I will always be grateful for the trust that Craig gave me in tasking me with establishing, maintaining and growing the Rocket XL New York office, an experience that has contributed to the professional and leader I am today. I look forward to seeing what amazing things Craig will do next."

— **Andrea Urioste**, *Social Media Director, Rocket XL*, worked indirectly for Craig at Rocket XL, Inc.

"It is with pleasure that I can recommend Craig Howe. Coming from an agency background myself, I am highly familiar with the friction that most agency/client relationships suffer from. Craig's expertise in providing expert counsel, and his grace in client relations elevated his agency above the rest. I learned a great deal from Craig and although we met in a business context, I consider him a good friend. I am looking forward to working with him again."

— **Michael DiLorenzo**, was Craig's client

"It was an incredible opportunity to work for Craig and his social media agency, Rocket XL. Craig is a true visionary and pioneer. It was amazing to watch his firm evolve from boutique online influencer firm to a creative and strategically led social engagement powerhouse working with many of the world's leading brands. Craig is a brilliant entrepreneur and one of the most compelling presenters I've worked with. Craig, thanks for everything you taught me!"

— **Matthew Everitt**, *Vice President of Finance & Administration, Rocket XL*, reported to Craig at Rocket XL, Inc.

[Contact Craig on LinkedIn](#)