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Top Skills

Telecommunications Systems
Telecommunications Engineering
Marketing

Languages

English

Certifications

Java Certified Developer
Machine Learning
Data Protector

Publications

Changing the Game Before the
Game Changes You
Winning the Game
The Game has Changed - Time to
Press the GO Button
Future Digital - Changing designs
and minds

Geoff Hollingworth

Not a normal CMO, Rakuten whisperer, Rakuten Symphony.
Richardson, Texas, United States

Summary

Not a normal CMO making not normal companies. I make companies maximize what they can be from what they have and what they want to be, aligning goals to markets, motivating people, and positioning products.

I love working with and for companies that want to create breakthrough difference in the market.

I am passionate about software, solving complex problems, business winning, and AI, but only because it helps with everything I said before.

Experience

Rakuten Symphony

Chief Marketing Officer

November 2021 - Present (4 years 4 months)

Dallas-Fort Worth Metroplex

As the driving force behind Rakuten Symphony's marketing operations, I positioned the company as the leading telecom vendor of change. Under my leadership, we spearheaded the transformation of mobile network architectures through proving solutions such as Open RAN, fully cloud-native operations, and end-to-end automation powered by AI.

At MWC Barcelona 2022, Rakuten Symphony emerged as the most covered participant, surpassing competitors with significantly larger budgets. This launch marked a pivotal moment, establishing a robust global customer pipeline. Today, the industry widely embraces the technologies and methodologies initially pioneered by Rakuten Symphony, reflecting our profound influence and leadership.

Hollingworth LLC

Principal

July 2020 - Present (5 years 8 months)

Richardson, Texas, United States

Private executive engagements, helping clients drive growth and accelerated winning, anchored in customer understanding, strategic mapping, scenario planning and market entry execution plans.

Data Protocol

Advisor to the CEO

September 2020 - November 2021 (1 year 3 months)

Richardson, Texas, United States

Strategy, marketing and business development advice to the CEO.

MobiledgeX

3 years 9 months

Advisor to the CEO

July 2020 - November 2021 (1 year 5 months)

Richardson, Texas, United States

MobiledgeX was acquired by Google.

Pre-acquisition strategy, marketing and business development advice to the CEO.

CMO

March 2018 - June 2020 (2 years 4 months)

Dallas, TX, USA

Positioning, strategy, marketing for MobiledgeX. Creation of performance experiences across next-generation applications, devices, telecom, cloud, across global footprints. Predictable performance is increasingly an orchestration of many ecosystem partners. MobiledgeX was acquired by Google.

Example relationships with Samsung, DT, Telefonica, Telus, NTT DoCom, SKT Telekom, GSMA, Niantic, VMWare, Dell, WWT.

Ericsson

3 years 9 months

Head of Digital Marketing, Ericsson Digital Services

October 2016 - February 2018 (1 year 5 months)

Stockholm, Sweden

In two months I introduced a digital marketing organization and launched a new digital presence with full real time data analytics and tracking. I am now expanding the operation for the whole business area in the same amount of time. We have moved digital to the core of our operation. In real-time we can now see what customers are interested in, which material is performing the

best and what we need to do to answer customer questions to close sales faster.

Our budget efficiency to performance is greatly improved and we can now measure what is working and immediately adjust for both online and traditional activities.

Head of Product Marketing Cloud Infrastructure

June 2014 - October 2016 (2 years 5 months)

Dallas TX USA, Stockholm Sweden

I was asked to run a global marketing team and worked with Intel to create new positioning and a new market category called Intel Rack Scale Design where Ericsson was first to market and a seen as a leader. Ericsson was seen as a follower in the emerging and growing telecom cloud market and now Ericsson is disrupting a market and the other vendors are having to change.

AT&T

Ericsson Head of Innovation and AT&T Foundries

July 2012 - June 2014 (2 years)

Palo Alto, CA, USA

I drove innovation directly with the top of AT&T and directly made their highest level strategies real through rapid prototyping and innovation.

AT&T wanted to disrupt themselves and their vendors in telecom before somebody else did and during this period we did the initial prototyping of sponsored data, carrier WebRTC, connected car, all of which were launched by AT&T in their market.

I was also responsible for and managed the building, people operations and staffing at the Palo Alto site.

Ericsson

Head of Brand Management North America

August 2009 - June 2012 (2 years 11 months)

Dallas/Fort Worth Area

I joined branding when the company needed to change its global perception as cost effectively as possible. We transformed internal attitudes by running workshops reaching every employee in North America face to face, receiving comments that these sessions were the most inspiring people had ever experienced in Ericsson.

I also initiated, designed and operated Ericsson's first social media program called for Technology for Good, based on previous market best practice

at the time like Obama's presidential campaign and Tom's shoes while overcoming internal fears of losing control. The program was later adopted as the company's global corporate responsibility program.

Volvo Ocean Race

Ericsson Head Next Generation Multimedia Solutions, Volvo Ocean Race (08-09)

January 2008 - July 2009 (1 year 7 months)

Stockholm, Sweden

Led System Architect and Overall manager for delivering and driving marketing perception of Ericsson a total enabler of next generation media and communication solutions. Voted best presentation at Nordic Mobile Media Conference. Delivered more than in scope for 25% less than budget

Ericsson

16 years 9 months

Head of Marketing and Consulting North America

January 2000 - December 2007 (8 years)

Plano, TX, USA

Led marketing organization with multi-million-dollar financial responsibility for implementing Ericsson marketing in North America.

Head Volvo Ocean Race (05-06) Mobile Media Channel:

Design, deployment and operation of global mobile media channel. Global success. Integration into 15 operators. 4 million mobile page downloads in 8 months. Awarded 9th best international mobile site by Mobile Magazine

Software Developer

April 1991 - January 2000 (8 years 10 months)

Brighton United Kingdom, Stockholm Sweden, Richardson TX USA

Software engineer migrating to Lead designer (managing teams of up to 20 designers) in large scale international software design projects. Brighton, England, Stockholm, Sweden, Richardson TX USA

CERN

Software Engineer

1989 - 1990 (1 year)

Wrote control software for the Large Electron Proton (LEP) ring accelerator

Education

Aston University

BSc First Class Hons, Computing Science · (1986 - 1990)

Tapton

4 A, 9 O Levels, Mathematics and Science · (1980 - 1986)

Northwestern University - Kellogg School of Management

Business Marketing Strategy, Marketing · (2015)