

## Featured Clients + Experience

- adidas Group
- T-Mobile
- Crest + Oral-B / P&G Oral Care
- Verizon Wireless
- Stella McCartney
- Vicks / P&G Personal Health
- VITRA
- PPR / Gucci Group
- Red Lobster

### VP, Global Strategy Director – Publicis North America

September 14 to Present – New York, NY

Global and North American leadership of cross-functional strategy teams, composed of strategists, analysts, data scientists and behavioral psychology researchers.

- Developed cross-channel broadcast, digital, and social media strategies for Procter & Gamble's Crest and Oral-B oral care brands contributing to 4% year-over-year global sales growth.
- Refocused Crest Whitestrips messaging strategy on simple, memorable creative devices that contributed to 12% growth in 2016.
- Developed comprehensive global mobile strategic guidance for P&G's Vicks family of brands.
- Reimagined Red Lobster's digital ecosystem by realigning the social media strategy, rebuilding [redlobster.com](http://redlobster.com) with a responsive design, and optimizing digital measurement plans.
- Designed and led a 2 Day intensive T-Mobile Network Strategy Workshop, the output of which contributed to +900K net subscriber growth in Q3 2016.

### Strategy Director, Digital Team Lead – mcgarrybowen

January 13 to September 14 – New York, NY

Digital Strategy team lead for Verizon Wireless's consumer and small business integrated advertising campaigns.

- Played a key leadership role in the integration of the "traditional" and "digital" strategy teams.
- Managed work streams across multiple lines of business, including the Powerful Answers campaign, Network Superiority, NFL and Super Bowl activations, and new device launches.
- Developed strategies for incremental business pitches, resulting in ~\$5MM of organic growth.

### Technical Architect and Strategist, Global Brand Platform – adidas Group

August 11 to December 12 – Amsterdam, Netherlands

Technical and strategic leadership for the global relaunch of adidas.com and London 2012 campaign.

- Global oversight of front-end technical architectures, User Interface design and front-end technology development for [adidas.com](http://adidas.com) in 44 markets worldwide. (desktop and mobile)
- Designed and led product development of the adidas Mobile SDK; a component-based system for cross-category functionalities.
- Direct management and coordination of multiple agencies and regional market teams to localize global strategic vision for London 2012 campaign.

### Director of Creative Technology – Wardencllyffe

July 10 to August 11 – New York, NY

Thought leadership and strategy for a New York based boutique digital agency, servicing high-end fashion and luxury brands in the US and Europe.

- Formed strategic vision for client solutions and acted as the organizational bridge between creatives and developers.
- Management of development teams in a variety of technologies including various server-side languages, HTML5/CSS3 + Javascript, Android and iOS.
- Key role in client pitches resulting in approximately \$1.8MM in new business.

## Education

### B.S. Industrial Design, 2000

University of the Arts – Philadelphia, PA

### Data Science Certification, 2017

General Assembly – New York, NY

## Technical

**Python** (Scikit-Learn, WSGI + API),  
**React, React Native** (iOS/Android),  
**ES6, HTML5/CSS3**

## Social

**Website** → [heckchuckman.github.io](http://heckchuckman.github.io)

**Twitter** → [@heckchuckman](https://twitter.com/heckchuckman)

**LinkedIn** → [/in/heckchuckman](https://in.linkedin.com/in/heckchuckman)