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| A person smiling for the camera  Description automatically generated  **MATTHEW  MAYES**  **PROFILE**  Matthew is a highly experienced digital director working across creative, strategy, user experience and technology innovation. He is expert in driving and delivering digital based experiences for some of the world’s leading brands and businesses. He spent 10 years in McCann WorldGroup as an executive digital creative director before moving to more strategically focused digital leadership roles, including four years within Omnicom. He has also worked in start-ups, focusing on delivering innovation and new digital technology formats. He has won over 50 digital awards, is entrepreneurial with new business instincts and commercial acumen. His expertise covers 3 key areas:  **STRATEGY**  Setting strategic aims and direction  User centered design approach  Customer research and insight discovery  Deep curiosity and focused enthusiasm  Passion for innovation and invention  **DELIVERY**  Writing personas and use case scenarios  Establishing project vision and prototypes  Leading interactive experience design  Working with AGILE project methodology  Iterative design thinking approach  **MANAGEMENT**  Excellent communication and storytelling  Encourages collaborative working practices  Mentoring multi-disciplined digital teams  Leadership and stakeholder management  Supports sales and growth processes  **CONTACT**  M: +44 (0) 7711 604767  W: www.mayzie.london  E: matt\_mayes@hotmail.com |  | **EXPERIENCE**  **Head of Digital Strategy, MorphCast / A-dapt** (February 2018 – Current)  Leading product and proposition development for an innovative Italian based start-up  Creation, trademark and commercialization of an AI-based digital communication format  Selling in Adaptive-Media® to brands, agencies and across verticals such as health and learning  Presenting at key industry events, including Web Summit, Unbound & Cannes Lions Innovation  **Head of Digital, Momentum UK** (June 2017 - February 2018)  Establishing a digital innovation capability within McCann’s global experiential agency  Leading client teams through the creative, strategy and AGILE delivery process  Developing a product solution for real world experiential campaign measurement  Supporting new business and inspiring clients with digital focused innovation  **Head of Digital, GMR Marketing / Omnicom** (Feb 2013 - Oct 2016)  Establishing a digital offering to support GMR’s sponsorship and experiential business  Part of GMR’s Senior Management team delivering margin growth, year on year  Directing all GMR digital accounts, including full oversight and team management  Leading the development of a bespoke SAP sponsorships rights management platform  Marketing GMR’s digital offer and generating new digitally focused business  **Head of Digital, Born Group** (March 2012 - Jan 2013)  Responsible for running digital P&L and turning around performance of the digital team  Overseeing an offshore technology development team in Chennai, India  Developing an innovative e-commerce enabled tablet app platform  Building a print to digital capability to support existing key publishing clients  **Creative and Strategy Director, Redbox Digital Ltd** (April 2010 - March 2012)  Establishing a digital strategic and creative consulting capability  Developing e-commerce sites for leading retail and luxury brands  Designing innovative web and social platforms for J&J healthcare brands  **Executive Digital Creative Director, MRM McCann** (Jan 2005 - Jan 2010)  Part of the leadership team that built a top 5 UK integrated digital, data and direct agency  Managing a multi-disciplinary digital tea of over 30 interactive designers, UX and creatives  Responsible for MRM digital creative leadership and innovation across UK and EMEA  Leading the Intel business for over 5 years and rebuilt Intel.com out of the UK in 2006  **Group Creative Director, Zentropy Partners / McCann** (Dec 1999 - Jan 2005)  Founding partner for an Interpublic backed, 80+ person, start-up digital technology agency  Success in winning major new clients such as Unilever, GM, Microsoft and Nestlé  Grew the business to £6.5 million turnover PA with 20%+ margins  Digital Agency of the Year 2001 & 2003 with numerous creative awards  **Head of Interactive Design, APL Digital / Interpublic** (July 1997 - Dec 1999)  **Digital Designer, CTV Facilities** (January 1996 - July 1997)  **AWARDS**  BIMA, Cannes, Campaign Direct, D&AD, Design Week, Echo, Euro Effie, ESA, International Food & Beverage, Institute of Financial Services, Webby, LIAA, M&M, NMA, One Show, OTC, Retail Finance, Revolution, UK Sponsorship  **EDUCATION**  Middlesex University, Centre for Electronic Arts, MA Design for Interactive Media, 1994 -1995  University of Hull, BA Special Hons American Studies, 1985 – 1989 / University of California, 1988  The Skinners' School, Tunbridge Wells; 1978 –1985, 3 ‘A’ Levels, 10 ‘O’ Levels  **MEMBERSHIPS**  BIMA, Designers and Art Directors Association, Fellow of the Royal Society of Arts |