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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 approachCustomer research and insight discoveryDeep curiosity and focused enthusiasmPassion for innovation and invention**DELIVERY**Writing personas and use case scenariosEstablishing project vision and prototypesLeading interactive experience design Working with AGILE project methodologyIterative design thinking approach **MANAGEMENT**Excellent communication and storytellingEncourages collaborative working practicesMentoring multi-disciplined digital teamsLeadership and stakeholder managementSupports sales and growth processes**CONTACT**M: +44 (0) 7711 604767W: www.mayzie.londonE: 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 learningPresenting 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 processDeveloping a product solution for real world experiential campaign measurementSupporting 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 businessPart of GMR’s Senior Management team delivering margin growth, year on yearDirecting all GMR digital accounts, including full oversight and team management Leading the development of a bespoke SAP sponsorships rights management platformMarketing 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 teamOverseeing an offshore technology development team in Chennai, IndiaDeveloping an innovative e-commerce enabled tablet app platformBuilding 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 capabilityDeveloping e-commerce sites for leading retail and luxury brandsDesigning 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 agencyManaging a multi-disciplinary digital tea of over 30 interactive designers, UX and creativesResponsible for MRM digital creative leadership and innovation across UK and EMEALeading 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 agencySuccess in winning major new clients such as Unilever, GM, Microsoft and NestléGrew the business to £6.5 million turnover PA with 20%+ marginsDigital 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 -1995University of Hull, BA Special Hons American Studies, 1985 – 1989 / University of California, 1988The 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 |