

Douglass Lockyer

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EXECUTIVE PROFILE

Entrepreneurial marketing and branding strategist with strong creative flair and a history of creating successful strategic relationships in both private and public sectors. IPO experience. Compelling presentation and new business development skills. Passionate about developing markets and new technologies, especially products and services that offer life-changing empowerment opportunities.

SKILL HIGHLIGHTS

- New Business Development
- Market Research
- Branding & Marketing Strategies
- Presentations & Infographics
- Visual Communications
- Business Planning
- Strategic Relationships
- Packaging Design
- Development Program Design

CORE ACCOMPLISHMENTS

- Launched Village Water Africa Ltd. a community-based, water purification franchising enterprise in Nairobi, Kenya, in 2013.
- Designed and produced animated short films as part of a change management internal communications campaign for the United Nations, in 2011. Project included character and script development, hand-drawn animation and mascot design.
- Designed several “Base of Pyramid” empowerment programs as Chief Strategy Officer for Dutch start-up telco, UJet, for its Dominican Republic launch in 2008.
- Was lead strategist on successful pitch for BMW Financial Services, as VP, marketing for Grey Direct & Digital, 2007.
- Was Joint CEO for start-up bioinformatics firm ProteoMetrics, and successfully negotiated their acquisition in 2001, by Genomic Solutions, inc. (now part of Harvard Bioscience).
- Took Riptide Interactive Communications public as part of a \$15 MM IPO roll-up; trading as Digital Lighthouse, Inc. in April 2000, as DGLH on NASDAQ, opening at \$12. Riptide launched SkyMall.com and SkyMalltravel.com. SkyMall stocks soared from \$16 to \$48 within a week of the 1999 launch. Launched VisaBRC.com, saving Visa around \$20 per year on contact call center costs, and developed promo sites for Philips, Toyota, Kellogg’s as part of Condé Nast account.
- Created a line of toy and game packaging for market leaders, Pressman Toys, 1994 – 1996, including Mancala, Triominoes, Tilt ‘n Tumble and the award winning HydroStrike!
- Helped successfully pitch Delta Airlines account for Amarati & Puris, and Molson, M&Ms, and Dr. Pepper for Young & Rubicam in New York, 1995.
- Became the first western designer to design currency ([commemorative Glasnost and Perestroika coins](#)) for the Soviet Mint, in 1989, from Gecko in Sydney, Australia.
- Won Wella Communications Account for Gecko in Sydney, 1988, and produced work which won a National Print Award in 1989.
- Designed Johnnie Walker Red Label gift box packaging, for United Distillers Group, in Sydney, in 1988. Packaging design is still in use globally.

PROFESSIONAL EXPERIENCE

CEO, 03/2013 to 08/2014 Village Water Africa Ltd - Nairobi, Kenya

Founded a community-based water purification and solar energy store franchising enterprise. Pilot plants are under financing review currently in two locations.

CEO, 01/2010 to present Access BoP, LLC. - New York City, NY

Founded this developing markets venture firm to foster projects between private enterprise and the international development community, focusing on solar home supply, Base of Pyramid telecommunications and water purifications technologies, with a focus on working closely with UNDP's Growing Inclusive Markets Group.

Chief Strategy Officer, 11/2007 to 01/2009 UJet Holdings B.V. - Amsterdam, Netherlands

Created the branding and value propositions and designed rural community empowerment programs as part of this WiMAX telecom start-up's launch in the Dominican Republic.

VP, Marketing, 08/2006 to 11/2007 Grey Direct & Digital - New York City, NY

Was strategic direction lead on successful pitches for BMW Financial Services and Dairy Queen Direct accounts, and created Internet strategies for NetBank and Aetna Life, and helped rebrand the agency, reporting directly to CEO, Larry Kimmel.

Freelance Consultant, 11/2001 to 08/2014 Self Employed - New York City, NY

Served various start-ups and communications agencies, including Food and Health Communications, one of the leading publishers of dietary and health posters in the USA, CrowdFone, a Dutch telecom and WaterSafe Solutions, a cutting edge water purification manufacturer. Helped pitch numerous start-ups to the venture capital and equity finance communities and created several brand and product identities.

Joint CEO, Business, 08/2000 to 10/2001 ProteoMetrics - New York City, NY

Re-branded this start-up bioinformatics firm and managed the port from PHP to Java to commercialize their software. Successfully negotiated nine global OEM deals, with major international biotech firms, including Thermo Finnegan and Novartis. ProteoMetrics successfully sold to Genomic Solutions (now part of Harvard Bioscience) in 2001.

CEO, 03/1996 to 04/2000 Riptide Interactive Communications - New York City, NY

Founded this interactive communications agency and was responsible for all creative and technical direction, as well as new business pitches, account management and hiring of staff. Riptide's first major client was Condé Nast, followed by Visa USA and SkyMall, ComputerStore.com and WorldOfPets.com, with marketing promotions carried out for Philips, Toyota, Kellogg's and Sony Direct. Riptide was taken public as part of a \$15 MM roll-up IPO, as Digital Lighthouse (DGLH) on NASDAQ in April 2000, and opened at \$12.

CEO, 02/1987 to 08/1994 Studio Gecko - Sydney, Australia

Studio Gecko was one of Sydney's leading brand and visual communications boutiques, handling the Australian Meat and Livestock Corporation, Wella, Johnnie Walker Red Label, Jim Beam and Johnson & Johnson, among other blue chip clients and multinational ad agencies.

Founder, 02/1982 to 02/1987 Flying Fish Graphics - Auckland, New Zealand

Flying Fish offered design and airbrush illustration services to the hospitality and advertising industries in Auckland. Designed five highly successful bar/restaurants and nightclubs.

EDUCATION

Interrupted Bachelor of Science: Microbiology, 1982

University of Auckland - Auckland, New Zealand

Abandoned studies after one year to pursue design and illustration opportunities, which resulted in the founding of the highly successful Flying Fish Graphics.

PERSONAL DETAILS

Married to Katarina, a longtime officer with the United Nations, recently returned from a two-year posting to Nairobi, Kenya with UNSOA (peacekeeping support mission in Somalia).

Daughter, Nathalie is 17 and attends UNIS (The United Nations International School) in New York.

Hobbies include horse eventing, painting in watercolors and oils, and reading –mostly science fiction and Scandinavian crime thrillers.