

## Doug Lockyer

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## Senior Strategic & Creative Executive - Product Designer, Developer and Marketer

A highly successful, accomplished social entrepreneur and brand strategist. A visionary creative, with blue-chip brand and product experience. Founder and CEO of a communications firm taken public in 2000 (Nasdaq, DGLH – opened at \$12.00), Doug is a champion of the multi channel brand and the web-based product. In the last few years he has become an accomplished advocate for market-based approaches to social and economic development, working on communications and innovative financial services for developing nations and underserved markets.

Has a 20 year history of successfully developing and extending productive, profitable business relationships with global 500 firms, either as a senior executive or creative / technology consultant. A passionate contributor seeking to make a significant difference to a standout creative or technology startup, and a skilled communicator looking for a socially conscious corporate cause to evangelize.

Doug brings a superior level of commitment and integrity, creative communications skills, team management strategies and detail-oriented project planning to the task of designing and realizing ambitious enterprise solutions. He is an innovator and a proven master of the strategic relationship with a talent for communicating the core benefit with clarity and for presenting complex systems and scenarios with compelling simplicity.

Doug has also been a public speaker on e-commerce, application development, business webs and intelligence portals, Internet travel marketing and digital design. He has participated in numerous funding and IPO presentations for startups and 2<sup>nd</sup> round funding ventures.

## Professional Experience

**2007 to present:** Consulting Chief Strategy Officer, **UJet holdings, BV:**

Repositioned this global WiMAX telecommunications startup to embrace an innovative focus on the rural BOP in underserved Latin markets, with a unique, market-driven social and economic development mandate. Introduced development community partnership strategies and designed innovative marketing, sales and distribution programs to stimulate local entrepreneurialism while slashing OPEX. Engineered a compelling brand strategy that conveys the UJet commitment to offering much more and making connectivity much easier for the rural poor in UJet's markets.

**2006 to 2007:** Interim VP, Marketing, **Grey Direct and Digital (a Grey/ WPP company):**

Worked on rebranding this multinational advertising agency, and served as lead strategist on new business pitches for BMW and Dairy Queen, and on existent accounts; NetBank and Aetna.

**2000 to 9/11/2001:** Joint CEO and Chief Marketing Officer, **ProteoMetrix:**

Re-engineered this founding bioinformatics firm, tripling revenues with global strategic reseller initiatives, bringing products to market and branding the company as a global player in the bioinformatics space with the ultimate goal of leading the firm to IPO or acquisition. Seven of nine presentations resulted in multi-million dollar OEM or VAR deals, and one resulted in the acquisition (by 2001 Genomic Solutions, now a subsidiary of Harvard Bioscience).

**1996 to 2000:** founder, CEO and Creative Director, **Riptide Communications:**  
Riptide was a profitable (US\$ 10 M+) interactive communications firm specializing in online brand development, interactive marketing and sophisticated e-business solutions for global 500 firms and industry leaders. Doug, and his firm became trusted and valued Internet strategy and product development partners, servicing **Visa, Toyota, Sony, Philips, Condé Nast, Robert Mondavi Wines and SkyMall**. The company of approximately 40 full time employees was asset acquired in a cash-and-securities deal as part of an IPO rollup, and opened in April 2000 on NASDAQ (DGLH) at \$12.00.

**October 1994 to March 1996:** Agency Pitch Consultant, Senior Art Director, **Studio Designs:**  
Studio Designs was a leading New York creative services bureau, supporting multinational advertising agencies with a fleet of artists, storyboard developers and graphic designers. Doug specialized in telecommunications, liquor and food accounts for clients such as Sprint, Bell Atlantic, M&M's, Dr Pepper and Molson, and agencies such as Y&R, McCann Erickson, JWT, Bozell and Ammirati Puris.

**1992 to 1994:** Freelance Designer, Art Director and Illustrator:  
Traveled Australia, jumping horses, sky and scuba, diving, and illustrating wildlife for Australian Geographic.

**1987 to 1992:** Founder and Creative Director, **Art Gecko:**  
Gecko was a leading design boutique and visual communications agency in the late eighties through mid nineties in Sydney, Australia. Clients included the USSR state mint (commemorative currency design), Australian Government, Wella Australia, Johnnie Walker and Johnson & Johnson. Gecko was sold to partners in 1992.