

Doug Lockyer

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Skill set and summary:

Business and marketing strategist and developing country markets consultant

An accomplished brand, marketing and new technologies strategist, with recent experience as a social entrepreneur focusing on developing country opportunities. Designer of inclusive market programs featuring partnerships between the private sector and the international development community.

An accomplished advocate for market-based approaches to social and economic development, working on communications technologies, renewable energy, environmentally sound, clean water supply and innovative financial service products for underserved markets in developing countries.

Strong IPO, mergers-and-acquisition and Fortune 1,000 consulting experience.

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. Has been a high-profile public speaker on communications technologies and business/marketing strategies, and has participated in several successful funding and IPO presentations for startups and 2nd round financing ventures.

Professional Experience

Currently: Consultant to **United Nations**

Working with OHR (Office of Human Resources Management) on large scale, innovative communications campaigns to align staff and management around the launch of upcoming HR systems and in support of organizational change. Campaign consists of animated short films and comic strips, featuring custom designed animated mascots, with humor employed to bond with staff and to acknowledge and combat staff disaffection with the organization.

Founder and CEO of **AccessBoP**

Created this inclusive market enterprise to serve the BoP (the 4 billion relatively poor people at the **Base of the Economic Pyramid**) by bringing multinational corporations to the development community (specifically UN agencies) and creating private/public sector partnerships to invest in transformative business models in developing countries. AccessBoP acts as a relationship broker and designer of inclusive market programs, consulting with start ups and developing-country-based enterprises.

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 American and Asian markets, with a unique, market-driven social and economic development mandate. Created development community partnerships with agencies such as UNDP, IFC and NGOs with technology, microfinance, business mentoring and education mandates. Designed innovative marketing, sales and distribution programs to include the rural poor in the supply chain, creating life opportunities and sharing profits while slashing operating expenses. 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 successful new business pitches for BMW and Dairy Queen, and on NetBank and Aetna accounts.

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 leading brands. Riptide was Internet strategy and product development partner to **Visa, Toyota, Sony, Philips, Condé Nast, Robert Mondavi Wines and SkyMall**. The company of approximately 40 full time employees was asset-acquired in a \$15 million 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, illustrator and 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. Clients included Sprint, Bell Atlantic, M&M's, Dr Pepper and Molson Breweries, and agencies such as Y&R, McCann Erickson, JWT, Bozell and Ammirati Puris.

1992 to 1994: Freelance designer, art director and illustrator:
Traveled Australia, illustrating wildlife for Australian Geographic Magazine and editorial illustrations for various publications.

1987 to 1992: Founder and creative director, **Art Gecko:**
Gecko was a leading design boutique and visual communications agency headquartered in Sydney, Australia. Clients included the USSR state mint, Numizmatika (commemorative currency design), various Government corporations and agencies, Wella Australia, Johnnie Walker and Johnson & Johnson. Gecko was sold to partners in 1992.

1982 to 1987: Freelance illustrator and designer:

Left University before graduating, established a successful illustration and design business, catering to the advertising and publishing industries, and designing several theme interiors and identities for leading, multimillion dollar nightclubs and restaurants.

Education:

Interrupted Bachelor of Science studies (Physics/Biology focus) at University of Auckland, New Zealand to pursue fine and commercial art opportunities in 1982.