

Doug Lockyer

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Senior Strategic & Creative Executive, Brand Strategist and Marketer, Innovative Business Evangelist

Accomplished and highly successful social entrepreneur and brand strategist. Visionary creative, with blue-chip brand and product-launch experience. Founder and CEO of a communications firm, acquired for IPO in 2000 (Nasdaq, DGLH – opened at \$12.00).

Highly intelligent, strategically oriented, tactically minded – a creative thinker with deep insight and a business and team leader who is innovative and can be unconventional in achieving goals or resolving issues.

Indefatigable work ethic and motivational skill produces results beyond expectations. At best in demanding environments, comfortable crossing industry lines and finding innovative solutions to complex and unstructured problems.

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.

Most recently an accomplished advocate for market-based approaches to social and economic development, working on information technologies, communications services and innovative financial services for underserved markets in developing nations. Participated in numerous funding and IPO presentations for startups and 2nd round funding ventures. Also an accomplished public speaker and presenter.

Seeks Role as Chief/ Senior Executive Officer (Creative/Branding/ Marketing) in:

- Multinational Advertising, Brand or Marketing Agency
- Global Telecommunications Firm
- Funded Technology or Telecommunications Start-up Enterprise
- Multinational Financial Services Firm

Professional Experience

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

Repositioned this global WiMAX telecommunications startup focus on the rural BOP in underserved markets worldwide, 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 more and making life 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.

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.

Education and Awards

Won scholarship to Auckalnd University School Of Science, at the age of 16 (1980), studying Microbiology, Physics (Quantum Mechanics) with credits in marketing. Aimed to transfer to Fine Arts degree when minimum age of 18 was reached. Left University before graduation to found a design and illustration boutique (Flying Fish Graphics) in 1982.

- Won Bank of New Zealand Design Award 1984
- Won US Consumer Digest Best packaging and Game Design 1995
- Won Fractal Design Global Digital Illustration Competition 1996
- Numerous Brand and Corporate Identity Awards and Acceptances for Publication from major Graphic Design publications.