

PATRICK VENETUCCI

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GLOBAL PRESIDENT ROOTED IN MARKETING

Entrepreneurial global executive who is passionate about leading courageous leaps into the next big thing. 10+ years of leading change in the global board room at a scale of \$1 billion, 90 offices and 9,000 people.

- Growth & Marketing Innovation – Built top global brands for Samsung, P&G, and Philip Morris.
- Digital Transformation - Led significant digital leaps in marketing, HR, and operations globally.
- Multi-Functional Breadth & Depth - Uniquely deep in marketing, technology, HR, and finance.
- Global Insight – Worked on-the-ground in over 30 countries and lived in Tokyo, Japan.

PROFESSIONAL EXPERIENCE

DENTSU AEGIS NETWORK

President USA Operations & Integration

New York, NY

Oct 2016 - Present

Hired by USA CEO of \$1B holding company to be directly responsible for a portfolio of companies with an emphasis on creative, experiential and digital transformation.

- Set USA business strategy including a framework to organize and simplify the group's structure, operating model and overall M&A strategy. Aligned and mobilized agencies and leaders around key accounts for growth. Executive sponsor of a number of high-profile new business pitches.
- Led post-acquisition integrations for Merkle, gyro, Leapfrog, Cardinal Path, Gravity, Paragon, and Gleam including go-to-market / cross-sell, product and functional integration.

MOBILEANGELO GROUP LLC

Founder/CEO

Chicago, IL

2013 - 2016

Technology investment and consulting firm focused on growing mobile, social, and data platforms.

- Initiated global roll-up of mobile app development companies. Obtained commitments from private equity to invest \$25M. Secured full terms of Series A financing with private investor.
- Assembled founding management team, start-up operations, go-to-market offerings and brand.
- Established relationships with founders at 25 target companies. Began uniting them into a next generation digital agency network with combined revenues of \$60M, 10 offices worldwide, mobile-first offerings and top tier clients. Made offers to 10 companies.
- Founders accepted higher offers from strategic buyers (e.g. Salesforce, Accenture, WPP)

LEO BURNETT WORLDWIDE

President of Global Operations

Chicago, IL

2009 - 2013

Responsible for corporate strategy, M&A, Samsung account, enterprise technology, production, strategic sourcing, and internal audit. Member of Global Operating Board, Executive Compensation Committee, and M&A Deal Team. Reported directly to Global CEO.

- Leo Burnett Corporate – Created and led an integrated global business planning process across geographies, multinational accounts, and global functions. Resulted in tighter growth strategies, greater management alignment, and better allocation of resources. Outperformed peer group.
- Initiated strategic growth initiatives such as geographic expansion into NY and expansion into new service offerings via acquisitions. Authored global M&A strategy and process. Led 8 global M&A deals in digital and retail marketing in USA, UK, UAE, and India. Formed and chaired Global M&A Deal Team. Struck strategic alliances in B2B and Retail marketing spaces.

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- Initiated operating efficiency initiatives such as a global digital production workflow, global strategic sourcing, and client compensation deal teams.
- Samsung Account – Partnered with Samsung Global CMO to transform the brand from “Fast Follower” to “Aspirational Brand”. Shaped new global brand strategy and story to be centered on innovation with greater brand consistency. Samsung brand leaped to top 10 global rankings.
- Tripled Samsung account at Leo Burnett to €45MM in three years. Expanded geographic footprint to 50 global markets. Expanded services into social, digital, retail, OOH, and more.
- Created omni-channel “Aspirational Brand” experiences ranging from flagship store design to event experiences to employee communications to package design.
- Developed Samsung’s global social media strategy and consolidated operations in 45 markets.
- Launched several Samsung “firsts” including Galaxy Tablet, Galaxy Note and B2B solutions.

EVP, Global Head of HR / SVP, International HR Director**2000 - 2009**

Built Global HR practice from scratch. Aligned people strategy with business strategy. Improved the way the agency handles executive compensation, talent development, global talent management and change management. Member of Global Operating Board and chaired Executive Compensation Committee. Reported directly to Global CEO and COO for a period. Directly responsible for 75+ people in global, regional and local HR departments.

- Sparked and led significant changes: global reorganizations, post merger integrations, divestiture, large account transitions, culture initiatives. Managed numerous C-level executive transitions globally. Responsibilities included recruiting new executives, planning transitions, negotiating exits, coordinating communications, and managing lawsuits.
- Established Executive Compensation strategy, policies and systems that contributed to a 600 basis point increase in global operating margin. Formed and chaired company’s first Executive Compensation Committee. Designed and managed global annual bonus program, long-term incentives, and earn-outs. Partnered with CFO on creating and enforcing personnel cost controls.
- Created the first Global Talent Review and an ecosystem of Executive Development programs to enhance business strategy alignment, leadership quality, talent leverage and succession pipelines.

LEO BURNETT / BEACON COMMUNICATIONS**Tokyo, Japan****VP, Account Director / Digital Director****1997 - 2000**

Responsible for the largest account, digital offerings and many pitches. Managed ¥1,089M (\$9.4M) P&L.

- Started Leo Burnett Tokyo’s first digital marketing service offering. Built web sites, banner ads and mobile campaigns for P&G, Heineken and Prudential Investments.
- Turned around PM’s flagship brand. Led and won ¥528M (\$4.6M) of new business pitches.

LEO BURNETT USA**Chicago, IL****Account Management / Media Planning & Buying****1990 - 1997**

Created full-funnel omni-channel marketing for Ameritech (AT&T), Philip Morris, P&G and GM.

BOARDS & ADVISORIES

- **Solstice Mobile** (Mobile Experiences) • **Quiver** (Messaging Platform) • **IZEA** (Social Media)
- **Signal** (Data Platform) • **ParqEx** (Mobile Parking Exchange) • **Vajra Fund** (Private Equity)

EDUCATION

MBA, University of Chicago • Finance, Marketing and Entrepreneurship • 2005
BA, University of Iowa • Communications Studies • 1990