

PATRICK VENETUCCI

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GLOBAL PRESIDENT ROOTED IN MARKETING

Strategic, entrepreneurial and transformational global leader with 25+ years of leading courageous leaps into the next big thing. Drove significant changes at Leo Burnett Worldwide as a c-level executive who was on the global board of directors for 12 years. Sparked growth and innovation as a marketer of Fortune 500 brands in CPG, Consumer Electronics and Telecom for 13 years. Initiated a private equity backed global mobile roll-up and other entrepreneurial ventures in technology.

- **Business & Brand Growth.** Authored and activated strategies that grew Leo Burnett's global revenues 4% and improved operating profits by 600 basis points. Partnered with Samsung's Global CMO on reshaping Samsung's brand to be more aspirational, catapulting it into the top 10 global brands. Tripled the Samsung account to \$60M in three years.
 - **Digital Transformation.** Modernized Leo Burnett's digital brand experience offerings, including the first global social media offering and the first digital offering in Japan. Transformed marketing, HR and operational tech stacks. Startup advisor.
 - **Multifunctional Breadth & Depth.** Uniquely deep in marketing, HR and finance. Created marketing campaigns that repositioned big iconic brands. Elevated Leo Burnett's global HR function into a change agent of the global boardroom. Led integrated corporate business planning, raised millions in capital and oversaw M&A, technology and internal audit.
 - **Globalist.** Operated both globally and locally. Worked on the ground in 30+ countries. Lived in Tokyo, Japan.
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PROFESSIONAL EXPERIENCE

DENTSU AEGIS NETWORK, New York, NY

2016 – 2018

One of largest holding companies in the advertising industry with \$1B of revenue in USA and 24 marketing service companies that are innovating the way brands are built.

President USA Operations & Integration

Hired by USA CEO 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 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, Chicago, IL

2013 – 2016

Technology investment and consulting firm focused on digital transformation and innovation in mobile, social and data.

Founder/CEO

Initiated global roll-up of mobile app development companies to create the industry's first global mobile agency network.

- 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 and made offers to 10 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.
- Strategic buyers (e.g. Salesforce, Accenture, WPP) made higher offers, which were accepted by target companies.

LEO BURNETT WORLDWIDE, Chicago, IL

1990 – 2013

One of the most creative global advertising networks, with \$1B revenue, 90 offices, 9,000 employees and world-class marketers as clients, including Samsung, Procter & Gamble, Kellogg's, Altria, Coca-Cola, GM and McDonald's.

President of Global Operations (2009 – 2013)

Responsible for corporate strategy, including the creation of a global business planning process, and for the development of the Samsung account, leading a major reshaping of its global brand strategy. Provided oversight of M&A, enterprise technology, production, strategic sourcing, and internal audit. Member of Global Operating Board, Executive Compensation Committee, and M&A Deal Team. Reported to Global CEO.

- **For 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 eight 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.
- Initiated operating efficiency initiatives, such as a global digital production workflow, global strategic sourcing, and client compensation deal teams.
- **For the Samsung account**, partnered with Samsung Global CMO to transform from “fast follower” to “aspirational brand.” Shaped new brand strategy and innovation story. Improved brand consistency. Samsung became a global top 10 brand.
- Tripled Samsung account at Leo Burnett to \$60M in three years. Expanded geographic footprint to 50 global markets. Expanded services into social, digital, retail and OOH. Created omni-channel “aspirational brand” experiences ranging from flagship store design 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 chair of the Executive Compensation Committee. Reported to Global CEO. Directly responsible for 75+ people in global, regional and local HR departments.

- Sparked and led significant changes, including global reorganizations, post-merger integrations, divestiture, large account transitions, and 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 to create and enforce 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 TOKYO, Tokyo, Japan

VP, Account Director/Digital Director (1997 – 2000)

Responsible for leading the agency’s largest account, digital offerings and many pitches. Managed \$9.4M P&L.

- Started Leo Burnett Tokyo’s first digital marketing service offering. Built digital campaigns using web sites, banner ads and mobile for P&G, Heineken and Prudential Investments.
- Drove the resurgence of Philip Morris’ flagship brand. Led and won \$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 | **IZEA**, social media influencers | **Signal**, data and identity platform
ParqEx, car park exchange | **Quiver**, mobile messaging platform | **Vajra Fund**, private equity

EDUCATION

MBA, University of Chicago, Finance, Marketing & Entrepreneurship (2005)

BA, University of Iowa, Communications Studies (1990)