



# Patrick Venetucci

## CEO / Board of Directors

patrick.venetucci@gmail.com

As CEO of MERGE, a private equity backed marketing-technology services company, Patrick Venetucci created a high growth middle market company uniquely positioned between technology consulting and marketing services. Patrick grew the company annually for five years by offering a new combination of creative, technology and media solutions for clients in health, financial services and consumer industries. The strategies that Patrick and his leadership team implemented tripled the company's topline and profits through organic growth and acquisitions in the first three years leading to record levels of new business wins, key account growth, client satisfaction, and employee engagement.

Over the first 25 years of his career, Patrick worked in \$1B+ global enterprises where he built a track record of driving growth, digital transformation and profitability. From 1990 to 2013, Patrick worked for Leo Burnett Worldwide, a global advertising network where he held several c-level roles. From 2009 to 2013, Patrick was President of Global Operations responsible for growing large global accounts, adding digital capabilities and leading global corporate functions including M&A. Before this, Patrick was Leo Burnett's Global Head of Human Resources where he chaired the Executive Compensation Committee. Earlier in his career, he spent over a decade developing fully-integrated marketing campaigns for Fortune 500 clients such as Samsung, P&G and AT&T. He also worked at Leo Burnett Tokyo for three years where he started the company's first digital marketing service. From 2016 to 2018, Patrick was President of USA Operations and Integration at Dentsu Aegis Network based in New York where he led the integration of Merkle, the largest acquisition in the industry.

Patrick has advised and invested in a number of public and private technology companies. He currently serves on the Board of Directors and chairs the Audit Committee for IZEA, a publicly held social media technology platform that connects brands with creators. Other entrepreneurial ventures have been in the social, mobile and data spaces. He holds his MBA in finance, marketing and entrepreneurship from the University of Chicago and BA from the University of Iowa.