

# PATRICK VENETUCCI

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## TRANSFORMATIONAL GROWTH CEO | POSITIVE IMPACT BOARD MEMBER

Creator of growth and innovation through strategic clarity, structural design, technology enhancements and inspiring people to reach higher.

- **Business Strategy** – Set clear strategies that drove growth for start-ups to enterprise scale companies.
- **Profitable Growth** – Tripled a \$50M company's top line and EBITDA in 3 years. Tripled \$15M account in 3 years.
- **Digital Transformation** – Unlocked value by adding new digital capabilities and new marketing technologies.
- **M&A** – Extensive M&A deal experience from sourcing to nurturing to closing. Integrated over 15 companies.
- **Change Management** – Guided companies through crises, turnarounds, and new models to a better future.

## BUSINESS EXPERIENCE

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### MERGE – CEO

Chicago | 2018 – 2024

Marketing-technology company with \$160M revenue and \$30M EBITDA, 800 employees, 8 offices in North America.

- Raised private equity (Keystone Capital) and acquired a platform company in the marketing-technology space.
- Grew company's top line and EBITDA 3x in three years via organic growth and five follow on acquisitions.
- Reset company's business strategy and organizational structure to position it for double-digit growth.
- Created a new go-to-market strategy which resulted in record sales of \$42M and double-digit organic growth.
- Added new marketing technology service capabilities that enabled CRM, personalized content and automation.
- Elevated company's purpose, increased employee engagement and decreased employee turnover to <10%.
- Improved cashflow and de-levered to 2x EBITDA ; Improved financial visibility via KPI driven dashboard.

### DENTSU AEGIS NETWORK – President USA Operations

New York | 2016 – 2018

Marketing services holding company with \$1B revenue and 24 companies spanning content, media & digital transformation.

- Set USA corporate strategy, including a framework to organize and simplify the group's structure, operating model and overall M&A strategy. Aligned and mobilized company leaders around key accounts for growth.
- Led post-acquisition integrations of Merkle, gyro, Leapfrog and others. Integration activities included go-to-market approach, product development, and administrative functions.

### MOBILEANGELO GROUP LLC – Founder & Investor

Chicago | 2013 – 2018

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

- **Private Equity Buyouts** – Partnered with PE firms on buying digital transformation companies and marketing technology service companies. Built relationships with 50+ acquisition targets, made over 15 offers and conducted due diligence. Acquisition targets included MDC Partners (\$50M EBITDA carve out), global mobile roll-up (Solstice, ArcTouch, MentorMate, Somo) and tech ventures.
- **Strategy Consulting** – Created growth strategies, digital transformation road maps and operating plans for Fortune 500 companies such as Samsung and IBM as well as entrepreneurial tech ventures such as Izea, ParqEx and Quiver. Stepped in as Global COO at Signal (identity & data tech platform ; #51 on Inc. 5000) where we simplified product packaging, created a new SaaS pricing model, pivoted the go-to-market approach and restructured the organization around verticals. Responsible for sales, account management, sales engineers and implementation consultants.

## LEO BURNETT WORLDWIDE – President Global Operations Chicago & Tokyo | 1990 – 2013

Top creative global advertising network with \$1B revenue, 90 offices & 9,000 employees providing integrated marketing services.

- **General Management** (4 yrs) – Set global corporate strategy of raising the creative bar, accelerating digital transformation & innovation, focusing on key geographies/accounts, elevating people & culture and enhancing operational effectiveness. Achieved 4% growth in best years, 600 basis points of operating margin improvement, key account growth (grew Samsung 3x in 3 yrs to \$60M), 50% of revenues from digital, exceptional employee engagement, and numerous product awards.
- **Global HR** (9 yrs) – Transformed a siloed administrative function into a strategic & influential arm of the global boardroom that met new customer and capability demands. Designed new service delivery models and a flatter more agile organizational structure. Unified top exec compensation programs and linked it to operational metrics. Created a robust exec development ecosystem to gain business strategy alignment. Increased talent liquidity through global talent reviews.
- **Samsung Global Marketing** (3 yrs) – As Global Account Head of Samsung, I partnered with Samsung's Global CMO on reshaping the brand into a more "Aspirational Brand" than Apple by 1) creating stories of "innovation" not just product features 2) initiating marketing firsts such as first global social agency AOR network, publishing new forms of owned content, taking-over prestigious squares & airports globally 3) injecting an experiential design ethos in new experience centers, events including CES, store-in-store experiences. Results: Catapulted Samsung into top 10 global brand rankings; Became a legitimate challenger to Apple ; Changed perceptions that Samsung is an "innovator" not just a "fast follower."
- **International Marketing** (3 yrs) – Lived in Tokyo and partnered with President of a Japanese multinational on turning around #1 brand by repositioning it to be more relevant to local market consumers. Created a new marketing campaign centered on surfing instead of a Japanese celebrity. Changed pricing to make vending machine purchases easier for consumers. Designed new packaging. Launched new product line extensions. Results: Reversed steep revenue decline ; Grew market share ; Attracted higher lifetime value customers.
- **Integrated Marketing** (10 yrs) – Partnered with brand managers at AT&T, P&G and several other multinationals on numerous "brand to demand" integrated marketing campaigns.

## BOARD EXPERIENCE

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### IZEA – Board of Directors

NASDAQ: IZEA | 2018 – Present

Social media technology platform that connects brands with creators

- **Audit Committee Chair** – Managed revenue recognition restatement, goodwill impairment and auditor selection
- **Executive Compensation Committee** – Initiated comp benchmarking, comp philosophy and improved pay mix
- **Strategic Committee** – Led committee to explore strategic options including taking company private

### MERGE – Board of Directors

Private: Keystone Capital | 2018 – 2024

Marketing-Technology company that merges storytelling and technology

### SIGNAL – Board Observer

Private: Pritzker Group | 2015

Global data management and identity technology platform

### QUIVER – Advisory Board

Private: Founder | 2015-2017

Mobile messaging platform that uses geo-fencing and time-fencing

### SOLSTICE – Advisory Board

Private: Founder | 2014-2016

Engineering company specializing in creating mobile experiences – Acquired by St. Ives in UK and renamed Kin + Carta

### LEO BURNETT WORLDWIDE – Operating Board

EPA: PUB | 2003-2013

Top global advertising network with \$1B revenue, 90 offices & 9,000 employees providing integrated marketing services

## EDUCATION

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MBA, University of Chicago

BA, University of Iowa

Finance, Marketing & Entrepreneurship

Communication Studies