

PHIL GILLMAN

Entrepreneur, Managing Director, Innovation Wrangler.

Partner, Co-Founder and CEO of Siberia. Transformer of “traditional” businesses. Experience Designer, Manager, Programmer, Product Wrangler, Copywriter, Creative Director, Executive – in no particular order. 20 years experience in digital innovation, product development, and marketing.

WORK EXPERIENCE

SIBERIA

Co-founder, CEO | Mar, 2013 – Current

Co-founder and CEO of Siberia, a boutique digital innovation consultancy. Responsible for overseeing the management side of the business, including Operations, Finance, Strategy, and Planning. Co-led the growth of the company to 4 offices globally, 34 people, 5.5mm revenue, and a successful acquisition by a larger consulting firm. Conducted all sell side due diligence required to complete a fast track sale under three weeks. On a day to day basis planned and negotiated product scopes with clients, managed staffing and growth planning, collaborated on business development and pitches, led internal IP and process development, and ensured operations continuity. Regularly collaborated with teams on client projects including product development, technology innovation, and product positioning.

SOAP CREATIVE

Creative Director | Mar, 2011 – Mar, 2013

Led creative concepting for clients including Pernod Ricard, ING Direct and Unilever. Managed concept and brand/strategy teams. Wrote copy, concepted and created things.

FREELANCE

Creative Director, Copywriter, Experience Designer | Feb, 2010 – Mar, 2011

Creative Direction, Copy, Experience Design & Strategy for a range of clients and projects. Agencies & Brands include: Digitas, AIS/Havas Media, Momentum WW, Delta, TIAA-CREF, Verizon and many more.

BANNER BLOG

Editor | Jan, 2006 – Jan, 2011

One of several editors of <http://www.bannerblog.com.au> . Help to catalog the best online advertising and media.

KASTNER & PARTNERS

Interactive Creative Director | Dec, 2008 – Mar, 2010

I led interactive creative and production for a range of clients including Red Bull, 2k Sports and Firethorn/Qualcomm. Projects included Games, Advertising, Websites and Applications. Work closely with traditional creative teams to ensure the creation of highly successful integrated campaigns.

GX STUDIOS

Strategic Advisor | Oct, 2008 – Mar, 2009

Consulting with startup gaming company on Strategy & Marketing.

SOAP CREATIVE

Experience Director / Sr Creative [freelance] | Jun, 2008 – Dec, 2008

Extensive concepting, writing and creative strategy work. Clients include: Foxtel: concepting, writing, experience design, creative direction and online branding for website relaunch and online video application development and launch. 3 Mobile: creative and experience consultant for e-commerce redesign. Unilever: Cornetto and Rexona: strategy and concepting for campaigns, online and integrated outdoor/hybrid/guerrilla.

DDB WORLDWIDE, SEATTLE

ACD & Director, Experience Design | Jun, 2006 – Feb, 2008

Led the development of innovate solutions that drive engagements between brands and their constituents and consumers. Collaborate with creative and strategy to ensure high quality production and successful engagements. Drive adoption of cutting edge technology and media that open new communication and engagement channels for brands.

PEEL INTERACTIVE

Executive Producer & Co-Creative Director | Jan, 2004 – Jun, 2006

Concepted and produced a wide range of cutting edge interactive creative projects. Started primarily on the technology and motion side and transitioned to be creative lead in partnership with the Exec. Creative Director and Interactive Director. Served as the co-creative director on a wide range of projects, writing concepts, selling them through to new and existing clients, and guiding concepts through implementation.

PEEL INTERACTIVE

Media Technologist | Jan, 2003 – Jan, 2004

Concepted and Developed interactive applications and marketing materials for a wide range of clients.

HAVOCSTUDIO

Executive Producer, Creative Director and New Media Consultant | Jan, 1999 – Jan, 2003

Co-founded a small interactive shop. Led creative direction and development for a range of small and mid- size clients. Closed down the company to pursue other interests.

FINE.COM

Interactive Designer | Jun, 2000 – Jun, 2001

Concepting, Animation, Front End Development, JS, CSS, HTML, Flash.

EARTHDAY 2000

Marketing Program Manager (Interactive Focus) | Jan, 2000 – Jun, 2000

Led digital marketing and emerging fund-raising programs. Led corporate & celebrity partnership efforts for fundraising purposes. Led innovation partnerships, working with Amazon.com and others to develop cutting edge online fundraising & awareness platforms.

SOUTHLAND FARMERS' MARKET ASSOCIATION

Office Manager | Sep, 1998 – Oct, 1999

Led the development of first website & email marketing efforts. Managed financials and bookkeeping including payroll, accounts payable and accounts receivable. Coordinated and assisted with market operations.

EARTH COMMUNICATIONS OFFICE

Special Events & Online Marketing Consultant | 1998–1999

Outside consultant assisting with special events & digital efforts.

EDUCATION

POMONA COLLEGE

BA - History, extensive Physics coursework | 1992 – 1997

CONTACT INFORMATION

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