

## Phil Gillman

### I build businesses, products, and teams.

Creator of modern product businesses, supporter of startups, and innovator for “traditional” businesses. Focussed on ensuring teams have the understanding, guidance, and support to produce amazing products that customers love. Experience Designer, Manager, Programmer, Product Wrangler, Copywriter, Creative Director, Executive - in no particular order. 20+ years experience in digital innovation, product development, technology, and marketing.

### ARCTOS VENTURES

Co-founder & General Partner | Aug 2018 - Present

Cofounded a venture development firm for leading corporations and innovative entrepreneurs. Advising and supporting a range of startups and corporate incubation projects. Supporting development of MicroMobility Venture Fund.

### SIBERIA

Co-founder & CEO | March 2013 - Aug 2018

Cofounded and led a boutique digital innovation consultancy with extensive Fortune 500 clientele. 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 requirements and 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 | March 2011 - March 2013

Led creative concepting and experience design for clients including Pernod Ricard, ING Direct and Unilever. Managed experience design, concept, and brand/strategy teams. Wrote copy, concepted, and created things. Led and co-led multiple successful AOR, campaign, and product pitches.

### FREELANCE

CD/ACD, Experience Design, Copy | Feb 2010 - March 2011

Creative Direction, Copywriting, 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.

## KASTNER & PARTNERS

Interactive Creative Director | Dec 2008 - March 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. Worked closely with traditional creative teams to ensure the creation of highly successful integrated campaigns.

## SOAP CREATIVE

Creative Director | June 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 SEATTLE

ACD & Director, Experience Design | June 2006 - Feb 2008

Led the development of innovate solutions to facilitate engagement between brands and their constituents and consumers. Collaborated with creative and strategy to ensure high quality production and successful engagements. Concepting for online and integrated campaigns.

## PEEL INTERACTIVE

Executive Producer/Creative Director | Jan 2003 - June 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. Led Experience Design on a wide range of projects from Kiosks to Sites to Games. Partnered as creative director with the co-founder ECD/Art, writing and pitching concepts, and guiding them through implementation.

## HAVOC STUDIO

Executive Producer/Creative Director | 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 join Peel Interactive.

## POMONA COLLEGE

BA - History, extensive Physics coursework | 1997