

MICHAEL AUBREY

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203.858.2499

Passionate Operations and Marketing leader pioneering integrated global marketing programs and building trusted agency teams along with client partnerships

Amazing ability to enable digital transformation with innovative creative and technology processes, solutions and tools that exceed business goals

PROFESSIONAL EXPERIENCE

Organic, Inc – An Omnicom Company (New York, NY) MAY 2019 – Present

SVP, Operations

- ♦ Executive leader of agency operations for all teams and offices across the US, including project management, resource management, finance, and general agency processes & operation.

Epsilon Agency - formerly Catapult Marketing (Wilton, CT) August 2014 – Mar 2019

SVP, Operations & Digital Solutions

- ♦ Leader of agency operations for all teams and offices across the US and Bangalore, including project management, digital & print development, resource management, finance, and general agency processes.
- ♦ Member of the Executive Management Team
- ♦ Leader of the Project Management, Production & Technology practices
- ♦ Operations lead for Finance Management, Resource Management, Offshore efficiency growth and Office Facilities.
- ♦ Unifying force behind aligning and automating processes, methodologies & tools for the agency's multiple disciplines across the country.

FIG – formerly Figliulo&Partners (New York, NY) June 2014 – August 2014

Operations & Project Management [Consultant]

- ♦ Led integration of an enterprise finance and project management workflow system

MRY – formerly LBi US (New York, NY)

April 2012 – April 2014

Executive Director of Delivery Management

- ♦ Ensured the highest creative and technology standards of production were exceeded across all agency projects and programs – Digital & Social.
- ♦ Project Management and Operations lead reporting directly to COO/CEO
- ♦ Managed and inspired department of over 45 project managers, producers, resource managers and operations specialists in New York, Atlanta and San Francisco offices.

The Wonderfactory (New York, NY)

Oct 2011 – March 2012

Director of Client Services [Contract Employee]

- ♦ Responsible for establishing the Client Service discipline for a company that designs web, tablet and mobile experiences for media companies and advertisers
- ♦ Relationship Manger for clients including: E*TRADE, AARP, Google, and Time, Inc

Publicis Modem (New York, NY)**Dec 2004 - Sept 2011*****VP, Director, Marketing [Group Account Director]***

- ◆ Oversaw all client related services including strategic vision, creative and technical development of integrated marketing programs
- ◆ Interim Managing Director of Publicis Modem, Toronto (2007)
- ◆ Marketing Lead for Sanofi Pasteur and Sanofi Aventis
 - ◆ Integrated Marketing Program director of 30 person cross-functional agency team for Consumer and Professional HealthCare Marketing of 5 franchise vaccine brands
 - ◆ Led planning and creative redesign of eCommerce platform generating \$1.2 billion/ year

Clients: Sanofi Pasteur, Subway, Sony, General Mills, Citibank, Nestle, Rogers Communications

Modem Media (Norwalk, Connecticut)**March 1995 - Nov 2004*****VP, Program Director***

- ◆ Client leadership and program management for Delta Air Lines & Song Airlines
- ◆ Acting Operations Manager for Southeast region client base (Atlanta)
- ◆ P&L responsibility for \$18+ million in revenue
- ◆ Lead consultant in Delta's customer self-service operational planning
- ◆ Led integrated production rollout new brand launch – Song (subsidiary of Delta Air Lines)

VP, Director of Project Management & Marketing Operations

- ◆ Established Project Management practice for first digital-only agency
- ◆ Built global team of over 40 project management personnel for 8 international offices
- ◆ Established common workflow, methodologies and operational best practice processes across all offices and managed the training of over 500 people.

Key clients: General Motors, General Electric, Delta, AT&T, JCPenney, Citibank, IBM, Phillips

McCann-Erickson (New York, NY)**May 1985 - Feb 1995*****VP, Executive Producer***

- ◆ Broadcast production lead of award winning television and radio advertising
- ◆ Lead Agency Producer for Coke, General Motors & USAir brand campaigns
- ◆ Introduced Max Headroom to America

Key Clients: General Motors, USAir, Nabisco, Coca-Cola, AT&T, American Home Products

EDUCATION

BA, University of Vermont, Burlington, VT

SPECIALTIES

Operations, Project/Production Management, Content Production, Print Production, Digital Transformation, Technology Development, Marketing, Workflow & Finance Tool Automation, Process, Methodologies, Innovation, Data Management, Leadership, Resourcing, Scum Master, Agile

SPECIAL SOFTWARE & SYSTEMS

Workfront, Peoplesoft, Workamajig, Salesforce, Smartsheet, Jira, Resource Guru, Mavenlink, Basecamp, Project Insight, Microsoft Teams, Advantage