

Jonathan Tavss

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GLOBAL BRAND AND PRODUCT EXECUTIVE / STRATEGY, DEVELOPMENT AND INNOVATION LEADER

- › Dynamic product/content/marketing/technology executive with the proven ability to lead teams and optimize operations for the successful building and nurturing of creative and innovative companies.
- › Leader in marrying business strategy, consumer insight, technology and partnerships around the globe to ideate, manage and launch products that truly deliver integrated and holistic brand experiences – where all consumer touch-points are aligned to drive heightened customer satisfaction and company growth.
- › Resourceful developer of business partnerships that resolve complex technical systems or business processes to bring engaging cross-platform products to market – i.e. a 2nd Screen App launched on three continents, localization systems serving 144 global markets, and worldwide content distribution platform.
- › Global Media Strategist overseeing tens of millions in media \$\$ – with a heavy emphasis on Audience-First strategies supported by sound analytics, timing, and the development of smart Social Media planning.
- › Producer of high quality results leveraging domestic and international business development expertise, emerging technology knowledge, media programming and production skills to conceptualize, champion and deliver relevant, award-winning products.
- › Sought after expert speaker on content development and distribution, brand experience, innovation, technology at Ad:Tech (US & UK), Digital Hollywood, iMedia, BUAC London, Actor's Fund and Comikaze.

PROFESSIONAL EXPERIENCE

CONNECTD, LLC, Los Angeles, CA/London, UK

5/14-12/15

Founder

- › Turned a concept showcase done in partnership with Alcatel-Lucent at CES into a business delivering the next level of large-format digital interactivity – allowing both customers and our clients to derive added value in location-specific environments.
- › Led the development of a suite of software application and developed relationships with technology providers around the globe to embark on numerous pilot programs with Regus, Wells Fargo Bank, Detroit Pistons, Firebrand Media and OneLaguna.

OWNZONES MEDIA NETWORK, Los Angeles, CA/Phoenix, AZ

6/13-12/15

Launch COO/CMO, Post-Launch Transition to Sr. Advisor and Head of Original Content

- › Operations, Marketing and Product leader for premium digital content distribution platform with additional heavy involvement in legal, business development, research and content acquisition.
- › Managed \$300K+ Pilot program for the production of short-form original content across multiple mediums for exclusive placement on the OWNZONES platform. Developed and Produced fitness, lifestyle and business content with talent; such as, Obi Obadike, Aarti Sequiera, Jennifer Adams and Cesar Milan.

20th CENTURY FOX WORLDWIDE HOME ENTERTAINMENT, Los Angeles, CA

8/08-2/11

Global Head of Strategy and Innovation – Digital Marketing and Products

- Engaged as Strategic lead – developing global digital strategy, creating products, formulating best practices, and managing an internal team of 5 – with an emphasis on innovation and new technology partnerships.
- › *Managed media strategy* across all titles in conjunction with the domestic (Moxie/Zenith) and international (Vizeum/Aegis) media agencies – overseeing total spend in excess of \$5M per year.
 - › *Conceived and executed numerous first-ever marketing and content tools* (such as the second-screen Mobile App – FoxPop, Immersive Rich Media Trailers, Alternate Universe Environments and location-based programs) that generated enhanced global media coverage.
 - › *Executive Produced department's original video content* that garnered numerous awards with an aggregated 5 million+ views across multiple distribution channels over the course of six months.
 - › Led Global Strategy for AVATAR campaigns – building social media fans from 6M to 20M over 10 months.

20th CENTURY FOX INTERNATIONAL THEATRICAL, Los Angeles, CA

7/01-6/08

Producer – International Theatrical Digital Marketing

- › Part of a team that pioneered entertainment and brand centralized Global Digital Marketing.
- › A sample global campaign: THE SIMPSONS MOVIE online and mobile marketing campaign - Directed 15 vendors on 3 continents, producing numerous marketing products in 20+ languages, while interfacing with 144 markets and collaborating with the Simpsons/Gracie executives. The Simpsons avatar program generated over 6 Million personalized products during the campaign.

SCARLET TERRIER PRODUCTIONS/SCARLET STRATEGIC, Los Angeles, CA **2001 to Present**
President – Brand Experience, Marketing Strategy, Media/Management Consulting and Production Company

Founder of an agency that engages as the strategic partner in the execution of Global Brand Management, Strategy and Marketing initiatives on behalf of its clients – consisting of Entertainment, Lifestyle, CPG and Service corporations. With a strong focus on story and brand experience, develop and lead programs that are borne of brand strategy, core communication, sound research and analytics to deliver high quality outcomes. Acting as an executive for clients (i.e. Paramount, The Guardian, Treat Street, Roaring Lion Energy Drinks, Buddha Jones, Bill Maher, Zip Live), formulate and execute plans for expanding business and consumer base.

Select Engagement details are:

Change Management and Strategy Advisor – ABS-CBN International/TFC 3/14-7/14

- › Advisor to the president of the International division for the major Philippines Broadcasting company on all aspects relating to change that would enhance revenue, reduce operating loss and fortify their future.
- › Led/Mentored a cross-department team in setting the roadmap to success for all international operations.

Interim Head, International Digital Marketing – Warner Bros. Theatrical 7/12-9/12

- › Maintained responsibility for strategy, deliverables and communication with international markets in a transitional capacity. Further defined and instilled content distribution strategies.
- › Mentored team and laid the foundation for a global rollout of a key HOBBIT marketing event.

Interim Department Head – 20th Century Fox Home Entertainment Worldwide Digital Marketing 4/08-8/08

- › Built and managed/mentored 7-person team. Established paradigms and strengthened work environment.
- › Increased communication and collaboration with internal departments and 14 international offices.
- › Overhauled department's operating budget to realize repeated annualized savings of over \$500K.

Global Technology Deployment Project Manager – Buena Vista Theatrical 1/02-9/02

- › Managed the implementation and training of a Retail POS system for theatrical venues worldwide.
- › Generated savings of over \$300K AND secured value-add assets beyond original scope.

MULTIPLE NON-PROFIT ORGANIZATIONS, Los Angeles, CA **2001 to Present**

Board Member and volunteer for numerous philanthropic organizations throughout the years. The following are a few examples:

Founding Producer – HOT IN HOLLYWOOD benefitting AHF and other charities

- › Each star-studded (both on stage and in the audience) evening was filled with entertainment, food, drinks, auctions (silent and live), atmospheric entertainment and more netted the charities over \$1MM

Board Member/Advisor – Create:Fixate

- › Originally a Board Member and currently on the advisory board for Create:Fixate – an organization that mentors and promotes emerging artists of all mediums through shows and other partnership events.

THE WALT DISNEY COMPANY - AMERICAN BROADCASTING COMPANY, Burbank, CA **1997 to 2001**

Producer – Walt Disney Internet Group

- › Developed, launched, and maintained sites for movies, miniseries, *The Mole*, *The View*, Oscar.com, specials, Sales partnerships sites, Holiday Sites, and other site-wide initiatives.
- › As Project Lead, led an internal staff of 8 (plus external resources) through ABC.com's complete redesign and overhaul.
- › Responsible for \$3 million in revenue through conception and implementation of integrated sales programs.

Development Executive, Motion Pictures for Television and Miniseries – ABC Network

- › Developed movies and miniseries programming for network airing.

EDUCATION

BOSTON UNIVERSITY **Boston, MA** BFA

AWARDS/HONORS

London International Design Award, People's Voice Webby, Movie Site Webby, Key Art for Movie Site, Key Art for New Technology, Addy Awards, OMMA Awards, MediaMind People's Choice, W3 Awards