

JEFFERSON BURRUSS

VICE PRESIDENT, DIGITAL & TECHNOLOGY

EXECUTIVE SUMMARY

Award-winning Vice President of Digital & Technology Executive with 20+ years' experience developing integrated solutions across digital advertising, content, marketing & brand strategy for global brands. Discovers where practical technologies & creativity meet business objectives to create compelling digital experiences, products and solutions. Brings sophisticated digital executive leadership to advance brands in the ever-changing media, data and marketing technology ecosystem. Architects talent team development with a collaborative leadership approach to build and coach ambitious, multidisciplinary teams.

Digital Brand Strategy	Digital Executive Leadership	Digital Product Innovation
Account Team Management	Digital Marketing Strategy	Business Analysis & Operations
Experiential & Event Marketing	Global Account Management	Data Driven Creative
Technology Solution Management	Data Governance	Diversity & Inclusion Programming

CLIENT EXPERIENCE

U.S. Air Force	Activision Blizzard	Walgreens	Southwest Airlines
Ace Hardware	Northwestern Mutual	Hilton Brands	John Deere
Paramount Pictures	Popeyes Louisiana Kitchen	(PRODUCT) RED	Wells Fargo Bank
Stand Up 2 Cancer	VRBO (HomeAway)	Ameriquest Mortgage	Whole Foods Market

PROFESSIONAL EXPERIENCE

GSD&M Austin, TX
Vice President, Director of Digital & Technology 2019 – present

Directs digital executive leadership, strategic planning & digital production across all agency accounts & services for national brands. Portfolio includes U.S. Air Force, Southwest Airlines, Popeyes, Hilton, Diageo & Whole Foods Market.

DIGITAL INNOVATION | TECHNOLOGY SOLUTIONS | DATA DRIVEN CREATIVE | BUSINESS OPERATIONS

- Originates digital strategies, service offerings & expansions aligned to brand identity & value creation; builds & fosters brand culture across digital products that scale, contributing to a two-fold growth in digital revenue.
- Secures third-party tech & platform provider partnerships; implements technology for advertising, analytics and workforce development delivering solutions that resulted in increased employee retention, operational efficiency and delivery of lead data at lower cost to clients utilizing SaaS and custom implementations.
- Oversees technology, accessibility & data governance compliance across highly regulated operations groups, including Omnicom & Dept. of Defense. WCAG expertise mitigated fiscal risk to clients due to litigation.
- Curates ongoing digital leadership development; leads digital & tech training programs, including ad-solutions essentials, digital leadership & onboarding process.
- Presenter & participant at executive-level industry conferences including SoDA Academy, AICP, SXSW and IAB.
- Creator of ITMAD: Ideas That Make a Difference, an experiential program to promote digital innovation, diversity in creative culture & tech expression with employee participation increasing 3x year-over-year.

Vice President, Executive Digital Producer 2016 – 2019

Executive Producer 2010 – 2016

Optimized complex digital production across web, mobile, social media, events, & experiential marketing for clients, including Southwest, USAF, John Deere, Ace Hardware, Universal Parks, Hilton, Walgreens & Sysco. Retooled organizational processes to streamline multidisciplinary teams & creative output performance.

DIGITAL MARKETING | EXPERIENTIAL MARKETING | PRODUCTION MANAGEMENT | DIGITAL STRATEGY

- Led digital marketing strategy & site management teams for the development of AirForce.com and related sites and mobile marketing tours; drove technology integration, lead management & creative content.
- Leads strategic development, production & site management teams for award-winning web apps and products, meeting performance goals for lead flow & content creation.

Vice President, Executive Digital Producer cont.

- Created cross-discipline collaboration to drive digital product innovation across UX design, creative, & production, showcasing digital product capabilities & agency services.
- Optimized agency digital workflow & pipeline management; leveraged & implemented productivity tools, including agile methodologies, Atlassian JIRA, O365, G Suite & Smartsheet.
- Oversaw data universalization of an integrated business intelligence product tool for Airforce.com; led team in rebuild the product from the ground up on a singular platform and with integration to events and tours.

DDB WORLDWIDE

Los Angeles, CA

Director of Digital & Online Advertising

2009 – 2010

Group Account Director

2007 – 2009

Oversaw account team management & client engagement to advance agency performance & services against digital ROI across national & global clients, including Activision, Ameriquest Mortgage, Wells Fargo Bank & Stand Up 2 Cancer

BUSINESS INTEGRATION | WORKFLOW OPTIMIZATION | CLIENT ENGAGEMENT | PRODUCT DIVERSIFICATION

- Led the integration of interactive & traditional advertising accounts, production, & creative teams from Tribal DDB to DDB Worldwide; liaised with President & ECD to develop revenue growth & secure team transition.
- Qualified organizational talent structure & ongoing management solutions, including talent gap analysis, performance assessments, workforce trajectory planning, & creative process workflow.
- Developed digital business roadmaps to increase client engagement & revenue tapping/extension services across the Omnicom diversified agencies.
- Established brand vision & created digital strategy for Stand Up 2 Cancer; launched content and social programs for non-profit that raised \$100M the 1st year with web site contributing 15% incremental revenue

TRIBAL DDB

Los Angeles, CA

Account Director

2003 – 2007

Account lead for digital advertising, social media & digital creative across global accounts, including Activision, (PRODUCT) RED, Paramount Pictures, Epson, Southern California Edison & E! Entertainment Television.

- (PRODUCT) RED account lead; developed digital partner programs with Dell, Hallmark, & Microsoft.
- Managed digital media, affiliate marketing and digital sponsorship budgets of \$48MM for financial services.

PARAMOUNT PICTURES

Hollywood, CA

Web Producer, Theatrical Marketing

1999 – 2003

Executed digital marketing for major theatrical releases, including strategy, website, advertising & digital PR.

- Liaised with producers/studios to ensure creative aligned with vision; negotiated major media buys.

EDUCATION

Virginia Commonwealth University

Bachelor of Arts, English

1992

NOTABLES

International Academy of Digital Arts & Sciences, Executive Member & The Webby Awards Judge

SXSW, Moderator & Panelist, "Cultures of Advocacy: People, Product & Change"

2015

The FWA, Jury

Association of Independent Commercial Producers, Panelist, AICP NEXT Awards Judge

AWARDS

The Webby Awards

Best Visual Design Aesthetic

Southwest Airlines, Heart of Travel - 2018

Corporate Communications

Walgreens, Let's Grow Old Together – 2018

awwwards Website Awards

Southwest Airlines, Heart of Travel – 2017

USAF, Airman Challenge - 2017

Favourite Website Awards (The FWA)

USAF, The Hangar – 2018

Southwest Airlines, Heart of Travel – 2017

USAF, Airman Challenge – (2x) 2017

USAF, Airforce.com – 2016

USAF, The Collaboratory – 2014

USAF, Airman Challenge – 2013

USAF, Project Supercar – 2013

GSD&M – GSDM.com - 2011