

Dave Bovenschulte

DIGITAL LEADER

Digital Strategist/Executive Creative Director/UX Architect with over two decades experience as a leader in developing integrated marketing campaigns and digital products for media companies, agencies, and brands. My expertise includes digital strategy, UX, IA, digital marketing, social, mobile, brand development, creative direction, product development, online video, and content development. My past clients span media & entertainment, pharma, publishing, electronics, retail, automotive, finance, fashion, education, and CPG.

More information is available on my website: www.bovenschulte.com

EXPERIENCE

2015 - Present **Klick Health/Katalyst** **SVP, Strategy**

- Senior strategy lead for pharma AOR and DAOR accounts
- Brand development for HCP and consumer
- Market research and data insights analysis
- Product launch planning and strategy
- Digital Innovation lead (VR, mobile, wearables, social, IoT)
- Creative direction
- Integrated brand planning for NPP and personal promotion
- Behavioral targeting
- Attribution modeling
- Sales training strategy
- Relationship marketing

Clients include: Boehringer Ingelheim, Bayer, AbbVie

2014 - 2015 **Publicis Kaplan Thaler** **SVP, Global Digital Strategy**

- Lead digital strategy and integrated campaign planning on global brand initiatives
- Infuse creative technology and digital innovation across campaign creative and UX architecture
- Advise strategic creative development for web, online video, social, search, imedia, and SEO content
- Manage agency partner relations

Clients include: Crest, Crest 3DW, Oral B, Red Lobster, Edmunds

2011 - 2014 **Zemoga** **EVP, Digital Strategy & Creative**

- Chief client strategist and experience architect (web, mobile, social, ecommerce, TV)
- Owner of Creative Services group leading innovation and UX
- Drive strategy, concept, and creative for client RFP pitches
- Supervise internal product development and partnerships

Clients include: Paramount, Sears, Kmart, SeaWorld/Bush Gardens, Freemantle Entertainment, Newsweek, Daily Beast, Meredith, EBay/PayPal, Gerber

2010 - 2011 **Big Fuel (Publicis)** **Group Director, Product Development and Innovation**

- Supervised and developed client social strategy
- Lead for all agency activities related to product strategy and development
- Conduct and utilize ongoing market and competitive research on emerging social software vendors and platforms
- Work with Executive Management on strategies to define new market opportunities and expand the agency's product portfolio

Clients include: General Motors, Philips Worldwide

2006 - 2010 iNDELIBLE Media Corp. (Scorpion Capital)

Executive Vice President

- Agency lead responsible for account management, production, creative, technology, information architecture, & business development
- Strategy lead on all agency accounts

Clients include: Sears/Kmart, Casio, Vizio, Hearst, Yahoo!, Schering-Plough Playboy, Tiffany, MAC, Laura Mercier, Publishers Clearing House, Cook's Illustrated, Kahlua, Citigroup, Cartier, Virgin Mobile, Sony, Viacom, Napster, AOL, USA Network, Concord, Syfy, Perry Ellis, Cartier, Chanel, Citigroup

2001 - 2006 TV Guide.com (Division of Gemstar-TV Guide/News Corp)

Vice President , TV Guide Online

- Executive business manager overseeing operational departments including product development, engineering, production, UI design, content, editorial, online video, audio, marketing, special projects, and ad operations
- Strategic business planning and product development strategy
- Business and partnership development
- Divisional representative to corporate and sister business units
- Representative to IAB on Rich Media Guidelines and Standards council

1999 - 2001 Dreamlife, Inc. (Tony Robbins/Allen & Co. venture)

Vice President of Product Development & Chief Technology Officer

- Responsible for product strategy, brand development, content, creative direction, usability, production, platform development and standards

1996 – 1999 GIST Communications, Inc.

Creative Director

- Responsible for product strategy, specification & development of a sophisticated and highly customizable dynamic web site
- Supervised staff of UI, production, graphic designers and photo editors
- Account management for over 20 client partners

Clients Include: Yahoo, CNN, NBC, USA Today, AOL, Turner Networks

1996 Time-Warner Cable

Creative Director, Digital Marketing Group

- Responsible for creative/user interface on a high profile brand driven e-commerce shopping mall

1994 – 1996 News Corp.

Senior Designer

- Lead web evangelist, creative website developer, innovator, and designer for Rupert Murdoch owned properties including 20th Century Fox and Fox TV.

EDUCATION

The School of Visual Arts, B.F.A. 1988

RECOGNITION

Webby Award

Best Entertainment Website
GIST.com

Webby Nominee

Best Ecommerce Website
RichardSkinny.com

OMMA Awards

Best Consumer
Entertainment Website
TVGuide.com

PSFK

Future of Home Living
Finalist

IMA Awards

Best In Class - Teens
RideNSS.com

IMA Awards

Best In Class Health/Nutrition
BotoxSevereSweating.com

OMMA Finalist

Best Health/Wellness Website
BotoxSevereSweating.com

INVISION Awards

Gold Medal
Dreamlife.com