

# Mark Fallows

## Professional Summary

---

Results-driven technology leader with over 25 years of agency experience delivering digital transformation and the adoption of emerging technologies for Fortune 500 companies (IKEA, Microsoft, General Mills, UPS). Proven track record of building trusted partnerships with C-suite executives, and multi-stakeholder teams to create tailored campaigns and platforms that exceeded revenue targets.

Strategic thinker with a talent for pinpointing challenges and opportunity spaces, leveraging data and applying innovative technological solutions to drive business growth. Adept at guiding cross-functional stakeholders through often complex technology integrations, from ideation to implementation. Committed to staying at the forefront of technological disruption, with a strong focus on encouraging the adoption AI as a business critical imperative.

Key strengths include:

Strategic Innovation and Digital Transformation:

- Applying market intelligence to inform product roadmaps and brand strategies
- Designing and negotiating complex deal structures with clients and 3rd party stakeholders
- Collaborating with cross-functional teams to test prototypes and prove viability

Client Relationship Management and Business Development:

- Achieving significant multi-year revenue targets (>\$2M) in ad agency environments
- Building long-lasting, trust-based relationships with clients based on delivering exceptional results
- Identifying new business opportunities and developing strategies to pursue and convert them

Creative Problem-Solving and Adaptability:

- Utilizing out-of-the-box thinking and problem-solving tools and frameworks to identify solutions
- Demonstrating flexibility in navigating complex and evolving business landscapes
- Assembling diverse teams to problem-solve from multiple angles

Brand Strategy and Storytelling:

- Developing compelling brand narratives that persuade and convert target audiences
- Leveraging data-driven insights to inform brand strategy and ongoing performance tracking

Leadership and Team Management:

- Recruiting talent, then mentoring, building and leading high-performance teams to help clients achieve their success metrics
- Fostering a culture of curiosity, collaboration, and continuous improvement

Seeking an opportunity to combine my strategic vision, technical expertise, and passion for AI and ML with OpenAI's mission of responsibly deploying AGI for the benefit of humanity. Excited to contribute to the growth and success of the ChatGPT Enterprise product as an Account Director, leveraging my skills to help clients optimize, accelerate and transform their businesses or organizations.

# Career

---

## FOUNDER

2013 to Present

### Fabrica Collective

- Developed a global collective of talent, partners, and platforms to help a diverse client base create brand strategies and disruptive ideas that leveraged technology, including AI to increase sales, user growth, and gain competitive advantage.
- Provided digital transformation and innovation consulting for global advertising holding companies, leveraging data-driven insights to deliver new services and improve client retention.
- Consulted for Epic Foundation, a global nonprofit, designing innovative corporate philanthropic giving mechanisms to meet both brand and CSR objectives.
- Hosted and moderated a series of C-suite thought-leadership breakfast events.
- Retained by IKEA Sweden to consult on their digital catalog application strategy.
- Created "The Impossible Network" podcast series. Interviewing change makers and domain experts across various roles and professions led to increased client acquisition and revenue.
- Raised seed funding investment for the development and launch of a soccer fan social betting app. Built trust with investors and led the design and engineering teams to bring the product to market.
- Panelist at New York Advertising Week 2014 and FESPA Global Summit 2013 London

## EVP CREATIVE TECHNOLOGY

2010 to 2013

### McCann Ericsson New York

- Built and led an in-house creative technology department, enabling the ideation and production of innovative digital, social, and mobile campaigns for Fortune 500 clients, such as the award-winning TrailView for General Mills.
- Adopted an agile dev methodology, generating over \$2.5M in annual revenue and contributing to McCann winning Agency of the Year at the 2013 Art Directors Club awards.
- Spearheaded the strategy, ideation, and tech teams that won three global IKEA projects, including an augmented reality re-imagining of the iconic IKEA catalog, a new IKEA.com prototype, and the formation of a joint venture innovation hub in Malmo.
- Pitched and partnered with clients' C-suite, research, and engineering teams to identify technology opportunities to create disruptive innovation in their sectors (Retail, CPG, Travel, Finance, Healthcare).
- Conceived and built Harpers Club, an in-house creative idea generation platform.

## SVP DIRECTOR OF DIGITAL

2006 to 2010

### McCann Ericsson London

- Led the digital transformation and digital evangelist program to train agency staff in 10 technologies. The goal; to win client confidence in the agencies ability to deliver digital first solutions.
- Secured major digital wins, including UPS International, L'Oreal Paris, and Microsoft Xbox generating over \$1.5M in additional revenue and contributing to McCann winning Campaign's Agency of the Year award 2009.
- Collaborated with UPS's tech team to develop their first desktop package tracking and news application. Resulted in enhancing UPS's online presence and customer satisfaction score.
- Partnered with Microsoft Xbox to create an innovative GPS smartphone game for the Fable III launch, resulting in it becoming the No. 1 Xbox game, outselling same-day-released Star Wars and WWE games combined.

# Career

---

## HEAD OF BRANDED ENTERTAINMENT 2004-2005

FBC Media - London

- Provided guidance to brand owners and agencies on maximizing returns from investments in branded entertainment and advertiser-funded content.
- Formulated branded entertainment strategies for global brands and agency clients.
- Collaborated with development producers to create branded entertainment programs for Cisco and Nokia

## SVP STRATEGY & GAD 2000-2004

Grey Global Group - London & San Francisco

- Built an EMEA integrated technology practice at Grey London, hiring digital, PR, and media strategists, and creatives. Designed and implemented a new operating model help drive new business acquisition.
- Pitched and won new business for Oracle, Unisys, and Nokia Enterprise Solutions, resulting in relocation to Grey San Francisco to manage strategy teams globally.
- Conceived and sold to Oracle, a 13-part, 30 minute, branded content documentary series, "The Players," interviewing agents of change including Virgin CEO Richard Branson, and CEO's of Nissan and Samsung. Negotiated distribution on CNBC Europe and 9 international airlines.
- Scaled and oversaw the development of Grey's Oracle team in APAC.

## GROUP ACCOUNT DIRECTOR 1998-2000

Havas | EURO RSCG London

- Managed the Microsoft UK and EMEA teams developing and selling numerous campaigns for WindowsXP, MSN and Office.
- Increased revenue YOY +140%
- Awarded 'Microsoft UK Agency of the Year' 1999.

# Awards

---

GENERAL MILLS, NATURE VALLEY - TRAILVIEW  
2013

Cannes Lions - Gold  
The One Show - Gold  
Art Directors Club - Gold  
Clio Awards - Gold

IKEA - AUGMENTED REALITY CATALOG APP  
2012- 2013

The One Show - Bronze  
Art Directors Club - Silver

## Awards Cont'd

---

XBOX - FABLE III KINGMAKER  
2011-2013

Cannes Lions - Gold  
D&AD - Gold  
Creative Circle - Gold

UPS DESKTOP WIDGET  
2009

The Marketing Society UK - Gold

AWARDS JURY

The Drum Awards 2019  
Chairman of the Jury

## Certifications & Skills

---

A.I.  
2023-2024

SECTION / CREDLY  
<https://www.sectionschool.com/>

Member of the A.I. Class  
Six courses completed

DATA ANALYTICS  
2022

COURSERA / GOOGLE

Foundations: Data, Data, Everywhere.

### TECHNICAL SKILLS

Web Design - Figma and Sketch  
Wordpress Development - HTML / CSS  
Bootstrap  
SEO (Search Engine Optimization)  
Descript  
Adobe Audition and Premiere Pro  
Google Analytics  
Google Tag Manager  
Google Search Console

## Education

---

NAPIER UNIVERSITY  
EDINBURGH

1983-1988

BA (Hons) in Business and Marketing

1981-1982

BSc in Technology and Industrial Studies