

# Dave Meeker

## EVP, Head of Innovation & Design & Global CIO

Saint Paul, MN  
linkedin.com/in/meeker  
dave@davemeeker.com  
773.680.6791

Comprehensive global executive experience across technology, design, and business. I have over 25 years of experience leading client and partner relationships while managing diverse teams of professionals. I am very hands-on with a strong reputation and track record of driving growth - with an emphasis on innovation. I am a published author, speaker at industry events, inventor, and recipient of various industry awards.

## Work Experience

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### EVP, Head of Innovation & Design, Creative Service Line

dentsu International

Jan, 2021 - Current

I am the EVP, practice lead for the design and innovation practice inside Dentsu's creative service line. In this role, I oversee the strategy and vision and execution of such as it relates to our capabilities in strategic innovation and design and emerging technologies. Responsible for oversight of design and innovation teams across 4 Dentsu agencies, including Isobar, Firstborn, MKTG, and Dentsu Mcgarrybowen - representing 9,000 employees globally.

As part of my role, I am responsible for full group management, hiring strategy, oversight of P&L, and curation, oversight, and development of media, creative, and technology partnerships, all with the goal of organizational growth.

I act as an advisor to Dentsu Ventures and have a strong understanding of early-stage investing and the mechanics related to working within startup ecosystems and bringing emerging business relationships into our organization.

I serve the organization as a senior advisor on all things related to digital marketing, communications, product & service design, innovation, and emerging technologies.

### EVP, Global Chief Innovation Officer, Creative Service Line

dentsu International

Jun, 2020 - Current

I am responsible for leading our global innovation capabilities in my global CIO position, including oversight of all emerging technology partnerships, oversight of client solutions, and global practice growth.

In 2021, working within a brand new corporate structure to catalog and evaluate our global innovation portfolio, and planning a re-launch of several global offerings under the umbrella of "Dentsu Next", a platform for innovation across markets and service lines.

### VP, Chief Innovation Officer

Isobar

Oct, 2018 - Jan, 2021

As Chief Innovation Officer for Isobar, my responsibilities include the strategy and overall orchestration of our creative, technology, and business teams - helping them to drive new growth for clients and with partner organizations across the marketplace. In this role, I managed Isobar's Innovation Services Offering - a strategic consulting offering aimed at helping clients create new products, services, and business models.

Also responsible for the management of and strategic growth plan of Isobar's NowLab initiative - a global program to help foster a culture of innovation, with 20+ NowLab facilities across the world. In my tenure, saw 400% growth in this program and turned it from an investment to a commercially successful global offering.

In addition to client solutions and strategic group management, I lead efforts to identify and manage relationships with partners ranging from enterprise technology platforms to emerging hardware and software frameworks.

**VP / Global Director, Emerging Technology & Innovation**      **Isobar**

Jan, 2007 - Jun, 2018

I held a dual role, serving both Isobar's US operation and acting as the Global Director of Emerging Technology addition to my current role as VP/Client Partner at Isobar US, I am responsible for expanding Isobar's innovation and emerging technology offering globally.

In my Global Role:

Working closely with teams across Isobar's 45 markets and with the technology and innovation specialists in Isobar's NowLabs across the Americas, APAC, and EMEA.

Charter included furthering Isobar's global innovation capabilities to support clients in the digital transformation journey. Serve as the head of Isobar's NowLab, our agency's global initiative (since 2010) to catalyze innovation across Isobar's 85 offices via 17 Isobar NowLab facilities.

I am also tasked with working with Isobar's regional market leaders to set the global innovation agenda relating to emerging trends and technologies while focusing on scalable solutions that can apply to the evolving needs of Isobar's global clients.

I oversee our global partnership relationships for emerging technology and innovation to bolster the agency's offering in innovating digital product and service design.

In my US role:

Responsibilities included the strategic direction of client engagements and the digital products and services that Isobar US brings to market.

This included managing Isobar's relationship and ongoing collaborations with the MIT Media Lab (As a consortium member) and working to help lead relationships with clients such as HBO, Google, Facebook, NBCUniversal, Bloomberg, Motorola Mobility/Lenovo, Samsung, and Tesla Motors.

**Vice President**

**Isobar**

Nov, 2007 - Oct, 2018

Isobar is part of Dentsu Aegis Network, the 4th largest Advertising/Marketing services company globally.

In this unique, cross-disciplinary, and expansive role, I had the opportunity to work on client projects and corporate initiatives (partnerships, cross-agency collaborations, marketing, hiring, business development, staffing, thought leadership and public speaking, mentoring employees, and general practice management.

This included daily management of client project teams and overall strategic direction on client engagements, focusing on service design and digital products and platforms.

In addition, my role included partnership development, ranging from smaller technology-focused startups to large enterprise platform companies such as Adobe, where I managed our relationship for almost a decade for both Isobar and our parent organization, Aegis Media / Dentsu Aegis Network.

Alongside this, I had the opportunity to form, manage, and grow our innovation practice, which operated with an emphasis on design services - product and service design, emphasizing emerging technologies. This required a deep understanding of user experience, human-computer interaction, service design, technology, and business strategy.

**Managing Partner**

**EffectiveUI**

Sep, 2005 - Dec, 2007

Managing Partner of effectiveUI, a Denver-based experience design agency acquired by WPP Group in 2012 and now part of Ogilvy. Joined the company as a co-founder to help grow it from a small startup into a structured business.

In this role, my responsibilities included experience design evangelism, client service management, strategic services, partnership development and management, business development, and general practice management. Helped take the organization from startup to high growth agency before departing.

**Executive Advisor**

Draft Worldwide / DraftFCB

2005 - 2005

Worked with Draft Worldwide's executive management to evaluate agency digital capabilities and make recommendations on staffing, process, methodology, and delivery models. Introduced the organization to agile methodologies for digital

**Director of Custom Application Development**

WHITTMANHART

2003 - Apr, 2005

Managed creative and technology teams on consumer-facing and enterprise-level projects. As Director, Responsibilities included business development, P&L, hiring, and working as the primary strategist for client solutions. Also Developed, managed, and fostered relationships with Macromedia, inc. and worked to bring Rich Application development to the company as a primary service offering.

Served Macromedia as an advisor and product development innovator for both the Flash and Flex software products.

**Manager, Custom Applications**

divine, inc

2001 - 2003

Manager within divine's Advanced Web Technology Group, and later as the liaison between our Advanced Web Technology group and the Advanced Branding practice, responsible for bridging the gap between design/creative and technology.

**Director: Information Architecture & Design**

Web Design Group

2000 - 2001

Served as the lead of our team working on information architecture and interaction design for Chicago's Web Design Group, an early all-digital design and development studio. Led both internal and external Web platform strategy & design engagements for The Chicago Board Options Exchange (CBOE), Nike, Motorola, Red Vines / Sour Punch Candy, BlueMeteor, Inc, Authentify, and others.

I had the opportunity to work internally to define early experience design and development best practices and standards for documentation and prototyping.

In addition, I worked to create best practices for usability testing and was responsible for usability lab design and creation.

After a buy-out of WDG by divine, inc., I was absorbed into the new organization.

**Design & Technology Lead**

DigiKnow

May, 1996 - Nov, 1999

Worked as part of an exciting team at the truly unique Cleveland Digital Marketing and Communications Firm, DigiKnow - the first digital Agency in Ohio and an early leader in Web-based digital innovation.

Joined the team as the first full-time staff member, with responsibilities in account management and solution development. Designed and developed Web applications & interactive media, audio and video production, managed client relationships, managed project scope and deliverables, oversaw project production, QA and launch.

DigiKnow's unique online and offline work provided opportunities to work on strategic initiatives for clients including Goodyear, the Cleveland Browns, Cleveland Indians, The State of Ohio, Moen, Inc, American Greetings, GoJo Industries, The Ohio Lottery, MBNA, and others.

## Director / Board Member

NewReach Communications

Apr, 1994 - Mar, 1996

NewReach Communications grew to a national Internet service provider, including national dial-up Internet access, interactive services, broadcast production services, and digital installation design.

As one of 5 founding employees of this early start-up, I worked to manage the acquisition of a software development firm (MJA) as well as Ft. Lauderdale/Miami's Maverick Digital design studios, with expertise in branding, advertising, multimedia design, and development, and broadcast production. As a company board member, I worked with executive team members to identify and evaluate corporate acquisitions and consult on company strategy, creative technology direction, and product/service development.

Primary responsibilities included client innovation, research and development of Interactive and creative technology, overseeing project management and production accounts, and professional development and education for creative production and design teams.

## Founder & CEO

Selekta

Mar, 1997 - Jun, 2007

The Selekta (Selekta.com) was one of the first online resources for professionals in the electronic music industry and their fans. Operating in the USA, Mexico, UK, Germany, Netherlands, Spain, Korea, and Japan, the organization produced live music events and created online content including artist interviews, music and event reviews, and its biggest claim to fame - streaming audio of live DJ performances across the world. Recognized as one of the first sources of live streaming events, Selekta.com operated for a decade as the voice of the electronic music underground.

## Education

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Liberal Arts and Sciences, General

University of Cincinnati

1991 - 1995

## Select Awards

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<b>2018 Cannes Grand Prix - Digital Craft</b>	Winner of the 2018 Digital Craft Grand Prix at Cannes Lions for collaboration with Billy Corgan (Smashing Pumpkins) and Viacom.
<b>2019 Webby People's Voice Award</b>	Very proud to have won against competition from Apple for Best use of Animation or Graphics for work on Aeronaut.
<b>2018 &amp; 2019 - FastCompany World's Most Innovative Companies</b>	Won this award both years for AR/VR
<b>2019 AdWeek Project Isaac Award</b>	Winner for VR/AR Invention
<b>2019 Clio Music Award</b>	Won a Clio in Digital for work in Virtual Reality
<b>40 over 40 - Campaign Magazine, 2019</b>	Was chosen as a leader in digital marketing & communications
<b>2011 Computerworld Honors Program, Laureate in Innovation</b>	Awarded for the leading industry in the creation of new technologies for connected devices.

## Patents

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**Device Connectivity Framework, US 13/402,083**

Machine-to-Machine communications protocol was created as a prelude to "The Internet of Things." Provided a means for computing devices to pass platform-agnostic messages, receive callback/responses and help synchronize communications between different devices.

**Devices and Methods for Evaluating the Performance of Applications, US 61/641,193**

Provided a means to programmatically detect and remove both mobile and desktop binary applications that impacted personal computing device performance.

**Electronic device diagnostic systems and methods, US 2012/0079100**

Systems and Methods to troubleshoot software and hardware issues on mobile computing hardware.