

# Sean W. Bohan

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I have deep experience with boutiques, large agencies (Advertising, Digital, Media, Direct and PR), and startups (digital, consumer, B2B). In the past 16 years I have gone from being the "troubleshooter" to the founder of my own agency where the work included strategy, startup product design, marketing, documentary films, live events, mobile, social and web.

Since I started with digital back in the early 1990s, I have been convinced of the transformative potential of our business beyond just getting them to buy more. We talk about "transparency" a lot, but customers have a different view. Customers have never lived in channels, think of themselves as segments or care very much about our brands until we connect with their context. In the last few years, my work has been all about integrating the experiences for and with the customer.

## SPECIALTIES:

- Large, small, global and distributed team management
- Deep experience with integrated strategic planning for small & large clients
- Storytelling in multiple media
- New Business Development (closer)
- Technologist with deep understanding of data, mobile, web, computing
- Open Source/Free Customers work
- Startup (digital and real world) experience
- Pharma, Healthcare, Automotive, Fashion, Recruiting, B2B, Luxury, Technology, Startups, Media

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## Collective Context 5/2009 – Present Founder, Strategy

*UNICEF, ArtCarved Bridal, DMGT, JBL, Power5, Talbots, School of Rock, Novo Nordisk, BioSector2, Xolair, Chandler Chicco Associates, Lee Jeans, Arnold Advertising, McCann Salt Lake, Flexpaths, American Express, TrickItOutSports, Cialis, HealthEd*

- Strategic planning on small projects for big brands/agencies and big projects for small startups and causes
- Product Design, Social Strategy, Content Strategy, Marketing Planning, Startup Planning, Integrated Product Marketing, Startup Advisory Services, Partnership Development
- Concept-to-code Product Design and Marketing strategy (B2B and B2C) for PersonalBlackBox (startup)
- Conceived and launched (in 2 weeks) a successful "Hack-Day" for UNICEF that brought programmers together to begin assembling a toolkit for local UNICEF offices to deploy digital and social successfully
- Changed Brand Perception and increased traffic 400% for Talbots through content planning and social activation
- Simple insights and content planning took ArtCarved Bridal from 200 to 48k+ Facebook fans in 5 months
- Designed the marketing platform for Power5, a DJ/Art collective started by founding members or Public Enemy

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## Bohan & Partners 11/2008 – 5/2009 Principal

*Flexpaths, HealthEd Digital, Cialis*

- Strategic Planning, engagement leadership for Cialis account @ HealthEd
- Advised and provided strategic recommendations to HealthEd On Demand (internal Startup/Business Unit)
- Provided Linking and Syndication planning, marketing strategy and new business support for Flexpaths

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## Athletes' Performance 2/2008 – 11/2008 VP Strategy & Production

- Content Strategy and Distribution Planning for CorePerformance.com content and functionality
- Managed technical integration and planning for site Redesign (live 12/2008) including rollout of Single Sign On (single user record across all platforms), Integrated Community Features, Member area conversion to Web Service and new Forum integration
- Worked with internal disciplines to define process/procedures for Product Development and Partner Integration

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## MRM Worldwide 3/2006 – 2/2008 Program Manager

*General Motors Centennial (GMnext)*

- Defined the strategic direction & Customer Experience Map for GM's 100 birthday celebrated via Social Media
- Connected GM with users via stories, access, syndication and participation opportunities
- Coordinated with Agency Partners and internal clients to maximize program impact
- Conceived brand presence and advised on execution through new media platforms including: Centennial Website, Internal and External Blogs, Content Syndication, Virtual Worlds, Mobile/Wireless, GM History Wiki, Online Games and Online Video Development, Tivo, VOD, Joost, Social Networks (Facebook, others), etc.

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United States Army

- Lead all program management and operations efforts across McCann Worldgroup
- Supervised all integrated Direct Marketing, Infrastructure, Interactive Media, and Direct Mail campaigns
- Managed client on global web and infrastructure issues, managed MRM-Army technology development, agency creative, print studio and production personnel to deliver projects on-time and on-budget
- Developed the Army Re-contact Strategy that moved the Army from "Hot-Cold" leads to "All-Warm" platform

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**iNDELIBLE**

**7/2004 – 3/2006**

**Executive Producer**

*MAC Cosmetics, Sony Electronics, JetBlue, Clinique, ABC Television, Chanel, Citigroup, CMT, David Yurman, Perry Ellis, AOL*

- Supervised teams in the strategy, development and deployment of website, CDROM and Video projects
- Strategic Planning for all projects, engagements and new business pitches
- Lead on all client and project management personnel and efforts including resource allocation
- Advised on all technology solutions (internal and client)
- Strategy and Execution for ABC Inner Circle was a blogging and market research for ABC Television shows
- Strategy, Execution and Technical Copywriting for JetBlue Alertness Management Program, an innovative training program that was a combination of course design, video, and CD-Rom based web services for auditing
- Led the translation and implementation of MAC Cosmetics Japanese and Korean translations

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**The BlackRock Group**

**2/2002 – 7/2004**

**Partner**

- Family-owned firm specializing in IT Support and Operations
- Defined the business strategy for innovative Municipal Wifi project as a business unit of BRG

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**Viaduct**

**11/2000 - 1/2001**

**Consultant, Executive Producer**

*Hewlett-Packard*

- Sales strategy and planning for a start-up agency specializing in mobile and web solutions
- Combination of production, new business and strategy role

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**Medicalrecords.com**

**8/1999 – 6/2001**

**Consultant, Executive Producer**

- Responsible for product design, website build, interface development for E-Health B2B startup
- Senior representation in pitch and investor meetings

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**Deutsch**

**1/2000 - 7/2000**

**Director, Interactive Production**

*IKEA, Brinks Home Security, BankOne, Publishers Clearing House, Zyrtec, Zoloff, Dominos Pizza, Lenscrafters*

- Managed production staff and their teams responsible for website, e-commerce, interactive marketing, and new business development
- Led digital direction in New Business pitches for Zoloff, Lycos

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**OgilvyInteractive**

**11/1998 - 1/2000**

**Executive Producer, Partner**

*Ford Motor Company, GTE, Jaguar US, Arthur Andersen, Contentville*

- Led the team that built Ford.com from scratch in eight (8) weeks to go live on Day 1 of the Detroit Auto Show
- Supervised production of the F8 Kiosk Experience for Ford at the Detroit Auto Show (parallel)
- Executive Producer of the Jaguar.com redesign
- Advised Steven Brill's Contentville on digital experience and overall product development planning

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**EDUCATION -**

Fordham University, BA History 1994

**PROFESSIONAL MEMBERSHIP -**

ProjectVRM Steering Committee (Berkman Center @ Harvard)  
Social Media Club NYC  
The Internet Oldtimers  
TransmediaNYC Meetup (steering committee)