

MONTE BARTLETT

Helping Creative Organizations Adapt and Thrive

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MANAGING DIRECTOR / CREATIVE SERVICES DIRECTOR

Advertising | Architecture | Branding | Design | Fashion | Entertainment | Retail

Creative industry veteran and enterprise manager offering 20+ years of in-house, agency, and studio experience where advertising, online media, technology, execution, staffing, and brand development intersect. Brings a dynamic perspective to resolve complex problems and build business solutions in the fast-paced world of creative practices.

Team-focused leadership for companies ranging from boutique to the Fortune 100, with experience managing up to 8 direct and 160 functional reports, and full or partial ownership of budgets up to \$5M.

Expertise:

Brand Planning | Strategic Planning | Client Relations | Staff Development | Process Refinement
Corporate Communications | Operations | Business Development | Corporate Identity | Naming
Online Development | Database Installation & Optimization | Trademark Filing | Contracts

Industry Awards

Webby Award, Pompei A.D. website, 2008
Communication Arts Interactive Annual, MoMA website and kiosk, 2001

Communicate effectively across full complement of industry contributors, from founders and CEOs, to studio managers and creative executives. International experience: Canada, Germany, Netherlands, and United Kingdom.

CAREER HIGHLIGHTS

Principal | Monte Bartlett & Associates, New York, NY (2008–present; 2005–2006; 2001–2003)
Specialized external branding and internal operations development services to full-service creative firms.

Retained by firms to cultivate thriving business practices, improve branding and marketing, strengthen strategic planning and expand new business and vendor networks. Selected clients and outcomes:

Creative Network Systems (CNS): (creative recruiting firm) 18-year brand relationship
Increased revenues from \$500k to \$3M through creating and executing brand marketing strategies. Secured firm's inclusion on Citibank, Sony Music, and FCB approved vendor lists.

Rooster Design Group: (graphic design firm) 11-year relationship
Helped Founders position firm and develop strategic alliances, steadily growing staff size and client billings. Registered 2 trademarks after firm concepts were featured in The New York Times, mitigating chief competition.

Splashlight: (photography studio) 1-year relationship
Brokered \$400K in new business from Ralph Lauren and Wal-Mart. Directed design studio in online and video expansion worth \$250K in new revenue.

Reader's Digest: (publisher) 2-year relationship
Developed marketing materials to help executives more effectively pitch various programs.

Pompei A.D.: (architecture and branding firm) 4-year relationship
Advised executives on reorganization following layoffs. Refined task reporting to clarify communication and increase efficiency. Secured \$15K speaking appearance for Founder.

Managing Director | Pompei A.D., LLC, New York, NY (2006–2008)

Integrated brand, commerce, and culture architecture for retail stores. Rev: \$5M. Employees: 45.

Key Clients: ANTHROPOLOGIE, COCA COLA, KIEHL'S, L'OREAL, OLD NAVY, ORIGINS, STARBUCKS, AND URBAN OUTFITTERS.

Served as right hand to founder, managed 45-member staff and average workload of 32 projects, co-managed \$3M budget. Oversaw all daily operations. Developed brand strategy, revamped HR policies and staffing, wrote and executed marketing plan, and collaborated with founder on strategic direction. Helped founder re-envision firm, blending "architecture and brand" to address rapid economic slump. *Reported to founder, Ron Pompei.*

- Ensured all projects efficiently met budget, schedule, deliverable and profitability benchmarks (typical \$150K budget, and 16-week duration).
- Led administration of two 9-month rebrandings and store redesigns valued at \$250K apiece.
- Stabilized employee turnover from 30% churn to 90% retention. Installed formal employee recruiting processes, review schedules, and salary levels. Saved 14% on employee costs and reinforced senior management's hiring confidence.
- Led 3rd party developers on firm's web and identity redesign, winning a Webby award.

Director, Creative Services | Bergdorf Goodman, New York, NY (2003–2004)

Luxury retailer; Neiman Marcus subsidiary. Revenues: \$350M. Employees: 1,000.

Hired to new in-house position, managing team of 6 and expanding inter-departmental leadership in creative director's annual 4-month absence cycle while on location photo shoots. Co-managed a 4-catalog cycle and \$4.5M operating budget. *Reported to creative director Ted Deitert.*

- Increased staff efficiency 30%, by overhauling operations and weekly reporting.
- Met demanding directives by optimizing technology to increase workflow output by 15%.
- Oversaw website expansion from a placeholder page to a fully-functional site, supported by e-mail blasts and advertising.

General Manager | Method, Inc., New York, NY (2000–2001)

Web development, corporate identity, and brand strategy firm. Revenues: \$3M. Employees: 60.

Hired to run field office leveraging the competitive advantage of design and brand experience. Managed 16 staff and \$800K budget; set up and opened New York office; served as lead client liaison; managed in-house operations. *Reported to CEO (San Francisco) Kevin Farnham.*

Key New York Clients: MOMA, FILM SOCIETY OF LINCOLN CENTER, MTV and GUCCI.

- Partnered with CEO to win \$600K Gucci web redesign account.
- Relocated office and reduced operating costs by 60%.
- Repositioned company for New York market, securing new culture and lifestyle clients.
- Introduced COO to TED Conference curator, leading to \$300K TED.com design project.

EARLY CAREER:

Director, Process & Technology Solutions | **Arnell Group**, 1998 to 2000

Vice President, Digital Design | **Foote Cone & Belding (FCB)**, 1996 to 1998

Studio Director, Creative Services | **Sony Music Entertainment, Inc**, New York, NY, 1994 to 1996

Assistant Vice President, Graphic Design | **Citibank**, New York, NY, 1989 to 1994

EDUCATION & TECHNOLOGY

Michigan State University: **Master of Arts**, Advertising; **Bachelor of Arts**, Social Science

New York University: **Project Management Certificate (anticipated graduation: Fall 2010)**

Technology | MS Office, Adobe InDesign, Adobe Photoshop, Apple Keynote, Fast Track Scheduler, Basecamp