

JOHN O'MEARA

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ACADEMIC & PROFESSIONAL EXPERIENCE

University of San Francisco, San Francisco, California, June 2010 - present

Professor & Director of Strategic Initiatives

Teach a range of marketing courses (e.g. Marketing Principles, IMC, Strategic Brand Management, etc.) at both the under-graduate and masters levels as a professor in the School of Management. Earned top SUMMA scores, including #1 ranking in the MBA program and being selected for SOM's Outstanding Teacher Award.

As Director of Strategic Initiatives design and lead a range of programs contributing to the success of the School of Management as well as the University as a whole.

- *Communications Steering Committee*: Oversee a broad range of internal and external marcom activities for the University including the development of USF's first-ever "Higher Standards" advertising campaign, naming for USF's distributed campus network, on-going tracking & measurement programs, etc.
- *Rev. P. Carlo Rossi, S.J. Entrepreneurial Chair*: Created a program to support the University's first Entrepreneurial Chair with Dr. C. Geschke, Co-Chairman of Adobe Systems Inc.
- *Strategic Plan*: Partnered with the Dean and members of the Leadership Team in crafting a 4-Year Strategic Plan for the School of Management. This document played an important role in AACSB re-accreditation, and helped set the School's future direction.
- *Strategic Communications*: Co-chaired a 7-member communications committee whose work inspired a series of marketing brochures as well as SOM's new bi-monthly newsletter, *Interconnected*.
- *AMA Advisor*: Strengthened both under-graduate and masters marketing clubs by recruiting new student leadership and developing robust event calendars incorporating professional speakers, DOJs, etc. Partnered with a broad range of agencies, companies, start-ups, and non-profit organizations to provide internships and full-time job opportunities for SOM students.
- *Marketing Department*: Actively contribute to a range of on-going activities that strengthen the department: assurance of learning process, new course development, student advising, mentor program, etc.

New Growth Consulting, L.L.C., San Rafael, California, June 2010 - present

Principal

Founded consultancy to provide strategic planning, branding and marketing communications services to Bay Area businesses and non-profit organizations

- *Woodlands Market*: Revitalized \$40 million retailer with a comprehensive re-branding program; including a new strategic position, new logo & retail design system along with an integrated store re-design, web site, and local-area marketing programs
- *circaNOW*: Helped develop growth plan for digital communications start-up; created new workflow processes & tools, sourced personnel, and generated significant new business for fledgling agency. Partnered with founders in developing a new SaaS offering targeting medium-to-large corporations.

Anthem Worldwide, San Francisco, California, March 2007 – May 2010

Managing Director

As the Managing Director of Anthem's largest office, helped grow fledgling brand into a world-class strategic branding network incorporating 14 international offices

- Grew Anthem's west coast operations; increasing revenues to over \$9 million, +28% vs. prior year, in first 12 months

- Strengthened business by securing new client relationships with companies such as Chevron, Levi's, Microsoft, Seagate, Petsmart, Del Monte, Avery Dennison and Safeway
- Installed a stronger Management Committee incorporating new hires; Executive Creative Director, Strategy Director and Finance Manager

Elected to Strategic & Creative Council responsible for developing new offerings and setting the strategic direction for 50+ Anthem and Schawk offices globally. Developed the following tools & intellectual property: *Corporate Sustainability Platform, Design-to-Production Protocol, and EAP Program.*

Landor Associates/WPP, San Francisco, California, September 2001 – March 2007

Executive Director & Global Client Leader

Led a 50-member team of world-class designers, strategic consultants, production and support personnel responsible for branding and retail solutions for PepsiCo, the world's largest snack food and beverage company

- Oversaw an 8-office network centered in SF with local offices in NY, London, Madrid, Mexico City, Sydney, Hong Kong and Dubai
- Helped PepsiCo generate over \$33 billion in top-line revenues by successfully re-positioning many of its global brands, e.g. Frito Lay, Tropicana, Gatorade, Quaker and Pepsi
- Grew income on the PepsiCo account +85% over 5 year period, from \$7 to \$13 million, by broadening Landor's offering to include brand strategy & consulting, consumer research and innovation as well as design & production across U.S. and international LOB's

Secured new strategic branding engagements with companies such as Wal-Mart, Dole, Tree Top, and the U.S. Marine Corps. Also developed the following tools & intellectual property: *LiveAisle, Anatomy of a Key Corporate Relationship, Language of Health Study, Hothouse Innovation Process, and Design Excellence Course.*

Young & Rubicam/WPP, San Francisco, California, August 1993 – July 2001

Sr.V.P., Account Managing Director

Secured \$60 million in new revenue by marshalling the agency's creative, strategic and media resources

- Upgraded Y&R's new business resources with fresh credentials and 12-month business plan that led to high-profile wins: Adobe, MGM, Sony, Broderbund and E&J Gallo

Spearheaded development of the award-winning "Talking Cars" campaign for Chevron

- \$30 million campaign incorporated advertising, PR, on-line, multi-cultural communications, sport sponsorships & promotions, licensing, local community events and POP for 8000+ Chevron service stations nationwide
- The campaign also earned Y&R multiple national and international awards for creativity and in-market effectiveness and is still running 20 years later

Oversaw \$20 million global advertising effort for Adobe Systems Inc. in N. America, Asia/Pacific and European markets

- Strengthened Adobe's leadership position among Graphics Professionals, while opportunistically growing its Enterprise business, via a global ad campaign supporting multiple software applications (e.g. Photoshop, Illustrator, Acrobat and web suite)
- Built multi-discipline teams in SF, London, Geneva, Sydney, Singapore and Tokyo to service client's regional needs and grow share

NON-PROFIT EXPERIENCE, AWARDS & EDUCATION

The Marine Mammal Center

Partnered closely with the Executive Director and Board of Directors in repositioning The Center to more accurately convey its expanded mission as a steward of the Earth's marine environment. Created a new corporate identity system that was executed across all marketing touch-points; www.tmmc.org

Earthpark

Worked with the founder and Executive Committee to refine the vision for this internationally recognized education center. Developed a new name, logo, and identity system; www.earthpark.net

San Francisco State University

Member of the College of Business Curriculum Task Force as well as guest lecturer for MBA and undergraduate programs in marketing strategy, advertising, and branding

Advertising Education Foundation

Speaker and guest lecturer for graduate (MBA) and undergraduate programs at many of California's top universities including UC Berkeley, Santa Clara University, UCLA, UC Irvine, UC Riverside and San Diego State University

Partnership for a Drug-Free America

As Key Market Coordinator raised over \$2 million in media and created tailored ad campaigns that helped raise awareness and reduce drug use among target groups in the greater Los Angeles area

Publications & Awards

- Work featured in *Integrated Marketing Communications* (Shimp&Anderson), *Graphis Design Annual*, *Communication Arts*, and *Attention!*, as well as inaugural edition of *Designing For The Greater Good*
- USF Outstanding Teacher Award 2012
- Pentawards: 2007, 2008, 2009
- American Graphic Design Award: 2007, 2008, 2009
- Annual Creativity Award: 2007, 2008, 2009
- AIGA: 2007, 2008, 2009
- Effie: 2 Gold awards, 1993, 1996
- London International Advertising Award: 1st Place 1995
- New York Advertising Festival: 1st Place 1995
- Clio: numerous Gold, Silver, Bronze awards beginning 1989
- Belding: numerous Gold, Silver, Bronze awards beginning 1989

Education

- B.S., *magna cum laude*, University of San Francisco
- M.B.A., Anderson School of Management UCLA, Marketing & Finance
- Continuing education in marketing & design through courses at UC Berkeley and College of Marin, as well as numerous professional conferences such as the CMO Strategy Summit, Digital Marketing Conference, PR Summit, etc.