



# ALEXANDER REA

**Executive Director of Technology and Creative for Campaigns, Experiences and Business Growth**

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## ABOUT

Over two decades, my roles have constantly been evolving with how the advertising industry embraces digital. My expertise has been adapting, innovating and leveraging technology for brands, and that work has received the highest awards and is part of the permanent collection at the Smithsonian. I've built a strong reputation of making the impossible possible. Ask the people I've worked with. I look forward to what's next.

## EXPERIENCE

### AUX

#### Freelance Creative, Technology & Production

May 2019 – Present

Clients: Verizon, Walmart, Pokémon, Campbell's, Molson-Coors

- Working with Executive Producer Christian Colasuonno as a two-person creative and production team. An executive level white-labeled team inserted into agencies and brands for pitches and production.
- Working on multiple experiential and content projects involving shooting, fabrication, craft, software and interactivity.

#### WE ARE UNLIMITED (Chicago, New York)

#### Executive Creative Director, Technology

February 2018 – February 2019

Client: McDonald's U.S.

- Worked with CCO & CEO, production teams and client to design, execute and deliver technology enabled media experiences virtually and in nearly 15k retail locations that were first-to-market and contributed to bottom-line growth.
- Developed innovative consumer experiences for the new brick-and-mortar retail location in Times Square.
- Assessed emerging technologies, built relationships with new partners and built prototypes to sell new ideas to client.



### Expertise

Distributed Technology Leadership & Operations  
 New Business & Growth  
 Enterprise Infrastructure  
 Experiential Creative  
 Fabrication & Prototypes  
 Hardware & Electrical  
 Digital Ecosystems  
 Web & App Development  
 Mentorship & Guidance



### Awards

Cannes Lions x 19  
 One Show Pencils x 20  
 Clios x 7  
 D&AD Pencils x 6  
 LIAs x 20  
 ADC Cubes x 13  
 Andys x 11  
 Top 10 Creatives One Show



### Brands

Verizon, McDonald's, Pokémon, MoMA, Heineken, State Farm, Nerf, Play-Doh, Cotton, Tribeca Film Festival, Energy Upgrade California, Lufthansa, Unilever, Lockheed Martin, Marriott, Budweiser, Asics

## **DDB (New York, Chicago, San Francisco)**

### **Creative Technology Officer**

October 2016 – October 2018

Clients: State Farm, Heineken, Play-Doh, Nerf, Cotton, Tribeca Film Festival, Energy Upgrade California, Lufthansa, Unilever

- Responsible for leadership and guidance for digital enabled ideas from leveraging emerging technology integration with social media platforms to experiential non-traditional advertising, across North America.
- Worked closely with the North American new business teams on pitches including Airbnb, Army and Volkswagen and influenced the pitch process by designing and directing all of the pitch theater.
- Designed prototypes to sell the ideas which often included physical product fabrication but also the entire pitch theater experience which immersed the audience into the overall concept (and team) that we were selling.

## **FRAMESTORE (New York)**

### **Head of Creative Technology**

August 2015 – October 2016

Client: Lockheed Martin

- Designed solutions for experiences combining VFX, game engine, VR and AR and technology and was the creative director on Lockheed Martin's award-winning group VR project, "Field Trip to Mars" for McCann. Recognized with over 130 industry awards including the most awarded campaign at Cannes Festival of Creativity 2016 and is now in the permanent collection of the Smithsonian National Air & Space Museum in Washington D.C.

## **CO:COLLECTIVE**

### **Technology Experience Lead**

May 2014 – August 2015

Clients: Macy's, Nissan/Infiniti, Product: Doable SaaS

- Provided B2B innovation consulting to blend technology into the customer experience for Macy's brick-and-click retail and Nissan Infiniti's future of mobility and car ownership
- Lead the initial discovery and architecture team for a now live SaaS product called Doable which is designed for teams to work together to make innovations real.



### **Education**

VCU School of the Arts,  
Computer Graphics



### **Clearance**

U.S. Department of Defense,  
Defense Security Service,  
Secret



### **Other Activities**

Mentor with R/GA Ventures  
& New Museum's NEW INC.  
Guest speaker at Columbia  
University, Miami Ad School,  
Zimmerman Advertising  
Program at USF, TEDx,  
PSFK, Maker Faire, Epic  
Games Unreal Enterprise  
London, New York Media  
Festival and 4A's Create  
Tech. Juror for New York  
Festivals, LeBook and FWA.



### **Personal**

Native New Yorker who grew  
up in a diverse family of  
artists and career military  
decorated combat Veterans.  
Frequently contribute to  
industry publications and  
serves on award show juries.  
Dad, husband, cook,  
musician and mechanic.



@alexanderrea

## **IPG MEDIA LAB (New York)**

### **Director of Lab Technology**

August 2012 – August 2014

Clients: IPG Network Agencies

- Created best-practices and managed the operating system for a one-of-a-kind showroom comprised of 50+ experiences and interactive installations.
- Worked with the network agencies to bring audiences to new media channels and ad products the flagship technology showcase of IPG Mediabrands.
- Sold innovative new media opportunities which lead to producing award winning products, published thought-leadership papers and worked directly with educated C-Suite on emerging digital trends.
- Produced a messenger app experience for Sony Music's One Direction's album launch and also a prototype for new dealership experience for Chrysler that was debuted at that year's NADA event.

## **VITRO (New York)**

### **Technology Director**

June 2012 – December 2012

Clients: Asics, Budweiser, Stella Artois

- Worked with NYC and San Diego offices as a consultant on multiple projects. Providing technology production execution strategies and oversight for existing projects. Functioning as an ambassador to external production companies to better manage internal expectations.
- Brands included Asics' award-winning Stop At Never digital campaign along with continued work on Budweiser (from earlier with Skinny NYC), Stella Artois and Verizon Redbox Instant.

## **ANOMALY (New York)**

### **Senior Technology Producer**

January 2012 – June 2012

Clients: Marriott Renaissance

- Launched an industry-recognized and award-winning web platform for a global hotel brand Marriott Renaissance Hotels that was operational for nearly 10 years. Acted as the agency's leading voice for technology with client's global commerce platform IT group and developed unique solutions to creative and business problems.



### **Keywords**

creative, experiential, craft, media, technology, maker, design, advertising, new business, enterprise, fabrication, infrastructure, installations, rigging, scale, virtual reality, VR, augmented reality, AR, mixed reality, immersive, internet of things, IoT, field trip to mars, ventures, start-ups, incubator, accelerator, innovation, interactive, hardware, testing, strategy, coding, architecture, programming, networking, hacker, prototypes, cook, musician, mechanic, husband, dad