

## Ewan Adams

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### CREATIVE AND ANALYTICAL MEDIA/MARKETING LEADER

Award winning marketing strategist and leader with a demonstrated history of commercial growth, leadership, team building, and managing culture change in the tech, marketing, advertising, and automotive industries. Strong business development and brand stewardship experience. Polished and confident speaker. Professionally skilled in Leadership, Communications Strategy, Integrated Marketing, Retail Strategy, Advertising, Brand Architecture, and Sales Enablement.

### KEY SKILLS

Consumer Behavior | Brand Strategy | Customer Relationship Management (CRM) | Marketing Communications Planning | Media Strategy | Creative Direction | Online Marketing | Integrated Marketing | Digital Media | Brand Management | Brand Architecture | Market Research | Retail Strategy | Sales Enablement | Facilitation

### PROFESSIONAL EXPERIENCE

**Lucid Motors, Los Angeles**

**2020 - Present**

#### **Sales and Marketing Advisor**

*Led a team of 10 in the SoCal region. Launched the Lucid brand. Established retail and sales enablement playbook. Acted as bridge between Sales and Marketing orgs.*

- Established sales enablement playbook saving the company hundreds of hours in roll out time.
- Devised and conducted on and off-site paid and organic media supported events.
- Generated over 10 million impressions due to strategic influencer engagement program.
- Formed and led SoCal sales leadership team.
- Go-to brand ambassador for VIP and media outreach.
- Operated as part of the CEO's task force on logistics planning. Designed and implemented a just-in-time parts-to-line process saving the company 'tens of millions of dollars.'

**thirtytwo feet llc, New York, Los Angeles, and Oakland**

**2009 - Present**

#### **Founder, Consultant** (engagements in date order - most recent first)

*Strategic counsel, specializing in communications strategy - media, marketing, and creative direction*

- Operam, LA - Revamped the business development narrative and assets to better fit with the founder's philosophy.
- Wongdoody, LA - Strategic input and idea development for Andy Jassy's keynote address to Amazon Web Services 20,000 re:Invent conference delegates | Customer Journey planning, Strategy setup and idea development for Fidelity content flow and user acquisition | Led research and strategy for Kraft recipe website UX project leading to a site redesign that increased time spent by 70% and 27,000 more recipe downloads | Established Global content strategy process for ATP, streamlining the previous set up to save '100s of hours of planning time.'
- Henry's Original, LA - Revamped and simplified brand architecture leading to 3x sales increase | Introduced new retail strategy increasing existing dispensary sales by 240% and 47 new dispensary accounts | Grew social media impressions by 65% | Developed 'Henry's Place' Mendocino County visits for cannabis trade.
- BBH, LA - Led strategy for the Google Play account | Increased engagement for Google Play at the Oscars by 215% | Exceeded KPI targets for Google Play Kendrick Lamar album launch by 68%.
- Ignited, LA - Led strategy and account planning for the agency resulting in +\$1million in account wins | Zero attrition and 200% department growth | Delivered strategy succession plan.
- Weber Shandwick, LA - Launched Resmed S+ product exceeding sales targets by 55%.
- Magid, LA - Achieved 20% uptick in qualified leads due to repositioning of eDNA research product.
- Coca Cola, NYC - Led cross functional communications planning team for Nestea re-launch | New positioning drove sales performance that exceeded KPIs by 32% YoY.

**Facebook, Menlo Park**

**2014 - 2017**

#### **Head of Comms Planning and Consumer Media**

*Led the Global comms, media and content planning for Facebook, Instagram, Oculus and Whatsapp brands.*

- Scaled planning team by 750% hiring 23 employees.
- Consistently exceeded Facebook brand metrics.
- Managed global agency relationship growing billings from \$1.5million to \$280million
- Awarded with Digital Brand of the year following global Facebook Live campaign.

**Mindshare LA / SVP, Los Angeles****2012 - 2014****Managing Director, Comms Planning**

*Agency planning lead. Conceived and nurtured the agency's planning output across all client business.*

- Cisco - Strategy lead on The Internet of Everything campaign - created 1st brand owned and aggregated content magazine on Flipboard - The Futurists Feed, and real time magazine with Wired - The Connective increasing engagement by 67%.
- Campari - Strategy lead on Wild Turkey, Skyy, American Honey and Russell's Reserve brands. Increased WT sales by 26% YoY.
- Co-author of OFT (Original Thinking Framework), Mindshare's global planning philosophy.
- Led the agency to \$4 million in New Business wins during my tenure.

**Vivaki, NYC & Los Angeles****2010 - 2012****SVP Comms Planning****Media Vest NYC: VP Innovation Catalyst / Human Experience Planner / Liquid Thread**

- Walmart - Content Strategy - NBC School Pride, Innovation - Food Network licensing and product development, and innovation catalog project.
- Heineken - Author of Music Inspires your... and Found Through Sound platforms for Heineken activation

**4D LA: SVP Comms Planning**

- Spearheaded the creation of a new agency in LA with the aim of connecting Disney entertainment properties to consumers and communities - hired a team of 80 people and grew it to 110 in my tenure.
- Author of agency's brand positioning - Better Ways - and planning philosophy – Momentum.
- Led the strategy in igniting communities to make The Avengers the biggest opening movie of all time (\$207,000,000).

**Google, NYC****2009****Creative Lab/Head of Media**

Launched Gone Google, Chrome and Android.

**Mindshare NYC, NYC****2006 - 2009****SVP Comms Planning**

Head of Open Mind and Comms Planning Lead on Unilever business.

**EDUCATION****Mini MBA in Marketing**

Marketing Week/Mark Ritson

**License Des Lettres Modernes**

Université de Jean Monet, St. Etienne, France

**Bachelor of Arts (BA) English and French Literature**

University of Portsmouth, Portsmouth, England

**Business Administration and Economics**

Heriot-Watt University, Edinburgh, Scotland.

**AWARDS**

Adweek Digital Brand of the Year - Facebook Live  
OOH Campaign of the Year – UIP.

**CERTIFICATIONS**

IPA Foundation and Excellence