

Stephen Fritz

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09/18 – present

IBM – Executive Consultant / IBM Cloud

Working with marketing leadership to transform and scale agile teams to be more human centered, data-driven, and outcome focused. Role includes acting as Product Owner for multiple teams, refining agile framework and structure within the organization, implementing user research and testing, integrating new teams into IBM Cloud and aligning overall work efforts to business outcomes.

01/16 – 08/18

Cognizant Digital Business - Head of Design, North America

Led the North American design practice for Cognizant's Innovation, Strategy & Design team which included hiring, establishing methodology, business development, overseeing work and integration of acquisitions. Worked with diverse client base leading projects based in identifying opportunities for new growth products and services through Design Thinking. New initiatives were prototyped, piloted and iteratively scaled for enterprise business leveraging technologies such as AI, machine learning and natural language recognition.

05/12 - 12/15

Havas Worldwide - Executive Creative Director / IBM

Worked on-site at IBM fulltime to help create the IBM Studio

Product Owner - IBM Sprout

Worked with IBM Studio leadership and Global Brand leadership to create a platform approach to Brand Experience for products developed in IBM Studio and transform culture to 'API first' development. Led agile scrum team in IBM Studio to develop open- source component interface library to allow for unified design at enterprise scale.

Havas Worldwide - Creative Director / IBM*Product Owner - IBM Voices*

Helped conceive and assist Voices to become a funded agile scrum team at the IBM Studio. Ran the team on-site full time for two years establishing the strategic vision for the product, securing annual funding, and working with IBM leadership to establish Voices as a critical tool in IBM social content marketing.

Prior to working in IBM Studio, was head of creative for all IBM work in NY Office. Projects include: *IBM Research, Global Mid- Market, THINK Academy, Supplier Connect*

12/11 -04/12

FreshGrad - Chief Design Officer / Consultant

Working with HR startup to create the brand, strategy, UX and design for initial launch of product.

11/10 -11/11

Sullivan - Managing Director / Digital Creative

Hired to build digital practice in strategic brand firm. Responsibilities include business development, strategic and creative vision, building infrastructure, team management and integration of digital into firm as a whole.

Clients include: *Tradeweb, Columbia Management, NYU Stern, Oxygen and American Express*

08/08 - 10/10

Ultra16 - Partner / Managing Director

Co-ran the business in all aspects with the President. Responsibilities included strategic and creative vision, operations, business development, client relations and managing staff.

Clients include - *NBCUniversal, American Express, AdCouncil, Interior Design and EMC.*

04/07 - 08/08

LBI IconNicholson - Creative Director

Responsibilities included leading creative and user-experience for the BT Global Services account. At approx. \$12 mil, BT represented nearly half the agency's overall billings. Part of core management team for account that determined overall direction, budget, staffing and strategy for international client engagement.

12/97 – 03/07

Olive LLC. - Founder / Creative Director

Founded Olive under the credo "Get to the Point", which applied to all aspects of the business from operations to solutions. Ran the business in all operational aspects including new business development, strategy, client relations, creative development and team management.

Clients include - *AMC, WE, iFC, MTV, VH1, Comedy Central, HBO, Noggin, Sony, Crunch Fitness, Ian Schrager Hotels, Honeywell, Deloitte & Touche, Pfizer, CompleteTax, SmartMoney, COTY and Fresh Direct.*

04/97 - 11/97

Siegel & Gale - Associate Creative Director

Ran the creative team in the interactive department including hiring staff, maintaining project budgets, client relations, business development, management of creative team and determining creative strategy and vision for all interactive work.

Clients include: *Kodak, Toys R Us, Merrill Lynch, Lucent Technologies.*

08/95 – 03/97

Poppe Tyson Interactive - Group Creative Director

Joining Poppe Tyson as the first creative on staff, was part of the core team that developed the agency into one of the first international, fully-integrated interactive firms in the world. Responsibilities included development of organizational structure, process development, hiring and management of creative team.

Clients include: *JP Morgan Chase, T. Rowe Price, Merrill Lynch, Milk P.E.P /Got Milk?, Lenscrafters, Valvoline, Siemens, Toshiba, IBM and AT&T.*

Advisory Boards

Eurica Media Lab, Liquor.com

Awards

The One Show, Art Directors Club, Communication Arts, BDA, Forbes 'Best of the Web', New York Festival, Yahoo! Site of the Week, Web Award for Excellence, International Web Page Awards.

Publications

USA TODAY, Esquire, Forbes, The Yomuri Shimbun, Communication Arts, Internet World, Idea Revolution (HOW Design Books), Identity Solutions: How to create effective brands (HOW Design Books), RE:Think RE:Design RE:Construct (HOW Design Books).

Education

1995 - B.F.A. School of Visual Arts / Communication Design