

Evan Greene

Evangreene731@gmail.com | 310.864.2488 c.

Executive Profile

Business strategy and global brand leader with success across revenue generation, marketing + tech innovation, private equity, energizing organizations and building collaborative cross-functional teams

Professional Experience

FATHEAD, LLC

12/2022 – 07/2023

Interim CEO

- Managed acquisition of distressed brand primed for turnaround
- Led private equity investor discussions
- Built vision + turnaround strategy
- Established marketing / go to market strategy
- Developed new revenue / monetization plan

3 EMERALD MARKETING

2019 - Present

Co-Founder of integrated strategic agency focused on entertainment, music, sports

- Develop go-to-market strategies for companies ranging from Fortune 100 brands to startups
 - Marketing, sales, monetization + brand strategy
 - Digital content + distribution
- Olympic Games – Marketing + Sponsorship planning for 2 of the Games' marquis sponsors (*Toyota, Panasonic*)
 - Built Olympics marketing strategy as well as contingency planning when Tokyo Olympics was delayed 1 year due to the pandemic
- Build programs with athletes + music artists
- Monetization support for pro sports teams, leagues + media companies

ARIA

2020 - 2022

Chief Business Officer / Advisor

- Business strategy for ambitious Augmented Reality + Web3 company
- Managed &/or built enterprise-level relationships with venues (national mall companies, concert promoters) as well as brand partners, including Verizon
- Built marketing team / infrastructure + developed go-to-market strategy
- Drive growth, revenue and partnerships, opening new business verticals
- Built operational strategy, internal sales + monetization infrastructure

THE RECORDING ACADEMY (The GRAMMYs)

2003 - 2019

Chief Marketing Officer - Led fan + industry-facing marketing for one of the world's most iconic brands

- Exponentially increased value and expanded global penetration of the Recording Academy + GRAMMY Awards
 - New revenue streams, delivering 800%+ yearly increase in marketing-based income
 - Redefined + repositioned GRAMMY brand via 365-day-a-year proactive management strategy
 - Tied all business units together by implementing a single brand-driven narrative across the organization
 - Best-in-class global marketing partnerships with today's leading brands
- Customer/fan growth
 - Extended year-round strategy to expand GRAMMY audience, and massively grow social ecosystem
 - Enhanced digital analytics/measurement for more effective targeting, segmentation and engagement
 - The GRAMMYs became one of the year's largest social media events, with average 2B+ social impressions
 - *GRAMMY Live*—1st award show companion livestream – 2019 #s: 1.2M uniques, 8.4M views, 456K viewer hrs
- Brand / Business Strategy for the Recording Academy + GRAMMY brands
 - Drove creative strategy, defined brand objectives and oversaw all tactical execution
 - Dozens of multi-discipline, 360° campaigns, featuring some of today's biggest talent
 - Cutting-edge social/digital marketing, content distribution + life cycle plan
 - Built cross-functional teams, aligning multiple divisions around unifying objectives and vision
 - Innovative, world-class creative, leading to the industry's most prestigious marketing awards

COLUMBIA PICTURES

1998 - 2003

Executive Director – Marketing & Promotions

- Global partnership strategy for event films, structuring integrated marketing alliances for priority releases
 - National campaigns with Fortune 100 brands
 - Award-winning campaigns for films including *Spider-Man*, *Stuart Little*, *Charlie's Angels*, *MIB II* and others
- Integrated multiple studio divisions into cross-promotional marketing programs

WALT DISNEY PICTURES

1993 - 1998

Senior Coordinator – Production Resources

- Established and maintained relationships with global brands as well as marketing agencies
- Managed brand integration and partnerships across 6 film divisions for Walt Disney Pictures
 - Extended brand relationships across various divisions of the company

Awards

Grand Clio, Cannes Lion, Reggie, PRISM, PRO, Mobile Excellence, Webby, Effie

Education

CU Boulder

Double Bachelors Degree – Marketing, International Business

Board Positions (current + former)

- University of Colorado Leeds School of Business
- The CMO Club
- Artist & Athletes Alliance
- Subnation - Gaming and Web3 venture studio (advisory board)
- K-9s For Warriors (advisory board)
- Myasthenia Gravis Foundation of America (advisory board)

References

Furnished upon request