

BILLY SEABROOK | STRATEGY, CREATIVE, AND BUSINESS DESIGN LEADER

Billy is a digital native who strives to discover the unique intersections between art, science, and commerce. He has spent over 25 years creating award-winning, brand experiences and building world-class organizations. He speaks regularly at industry events focused on customer experience design and innovation.

EXPERIENCE:

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| IBM Sr. Partner (VP), Global Chief Design Officer, IBM Consulting and Global Leader of IBM iX | 08.17 – Present |
| - Leads a global network of 60+ design studios with over 7,000 IBM iX experience strategists, designers and developers to drive business results. | |
| - Responsible for the vision and growth of the Experience Design, Mobile and Spatial Computing practice including designOps, offerings, and delivery. | |
| - Supports clients across all industries with human-centered, customer experience transformations that utilize AI and drive business outcomes. | |
| Manulife / John Hancock Global Head of Creative (Independent Consultant) | 11.16 – 08.17 |
| - Implemented a new internal agency model optimized to deliver omnichannel brand experiences and original content at scale. | |
| - Consulted on the global brand strategy and selection of a global Agency of Record. | |
| - Managed the day-to-day activities of the global creative services organization. | |
| Citi Global Head of Design | 01.15 – 07.16 |
| - Created a global network of internal design studios and external agencies to enhance the omni-channel, customer experience. | |
| - Organized the talent into Agile Pods to best integrate the strategy, creative and project management capabilities. | |
| - Redesigned the office environments to foster more creativity and introduced leading IT solutions to enable more productivity. | |
| - Developed a custom, Design Thinking training program in partnership with IDEO to drive a culture of customer-centric problem solving. | |
| - Managed the development of a mobile-centric, digital design language that is now being deployed globally. | |
| - Founding member of Citi FinTech and design leader of the next generation, Citigold mobile experience. | |
| eBay Enterprise Global Chief Creative Officer | 01.12 – 01.15 |
| - Led over 120 people in 11 offices focused on integrated marketing programs, user experience design, and original content services. | |
| - Served as Chief Creative Officer for the eBay Inc. agencies, True Action and Silverlign, and achieved client and revenue growth. | |
| - Created numerous, commerce-driving, creative solutions for leading brands including eBay, Kraft, Levi's, Wells Fargo and many others. | |
| - Appointed to the eBay Inc. Design Advisory Board led by John Maeda to unite the creative community and activate design thinking. | |
| Digitas SVP, Executive Creative Director | 01.04 – 01.12 |
| - Led multiple brand engagement and credit card acquisition initiatives for American Express including The Members Project. | |
| - Expanded leadership to the Stamford, CT office (Modem Media) and Atlanta, GA office to oversee the Delta, Kraft, and Post creative work. | |
| - Inspired the 40+ person creative group to grow client relationships and win new business from Cadillac, Enfamil, Equifax, and Starburst. | |
| - Served as a key member of the North American Senior Leadership Team and the Mobile Practice creative lead for North America. | |
| Foote, Cone & Belding (FCB) VP, Associate Creative Director | 11.00 – 01.04 |
| - Led a cross-discipline team in NYC to develop online creative strategies and marketing campaigns for HP/Compaq. | |
| Tribal DDB Art Director | 11.99 – 11.00 |
| - Conceived, designed and produced digital advertising programs for Best Buy, Compaq and others. | |
| N.W. Ayer & Partners Studio Designer and Art Director | 07.97 – 11.99 |
| - Conceived, designed and produced advertising campaigns for Avon, Continental Airlines, GM, KitchenAid and others. | |

AFFILIATIONS:

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| D&AD Impact Council Member | 07.18 – Present |
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EDUCATION:

Skidmore College – B.S. Fine Arts; Business minor

AWARDS AND RECOGNITION:

Numerous awards and recognition from Adobe, Cannes, Effies, MIXX, NY Festivals, The One Show, Reggies, and others.