

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:

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 (FCBi) | 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

- Concepted, 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

- Concepted, designed and produced advertising campaigns for Avon, Continental Airlines, GM, KitchenAid and others.

AFFILIATIONS:

D&AD | Impact Council Member 07.18 – Present

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.