

## VP OF DIGITAL

To set up an interview please contact [jmartindale@planet4it.com](mailto:jmartindale@planet4it.com) today!

### PROFILE

High achieving Digital business leader with a track record for delivering profitability and growth with best of breed products and services, in multicultural technology focused roles and organizations. Building and Leading strong dynamic forward thinking senior teams aimed at delivering accelerated business goals.

### EDUCATION

2003	University of Surrey - Management School, London, UK MSc - Masters Degree in E-business Management
2006	University of Salford, Manchester, UK BSc (Honours) Business Information Systems, Degree class 2:1
2001	Thames Marketing College, London, UK Advanced Certificate, Chartered Institute of Marketing

### PROFESSIONAL EXPERIENCE

September 2012  
to Present

Leading Entertainment Company  
Toronto, Ontario  
VP DIGITAL COMMERCE

- Full financial and leadership responsibility for the Home Entertainment business unit leading the Store and 9 device applications service, offering rental or purchasing of movies at home along with a full eCommerce store offering DVD and Blu-Ray goods.
- Drove 55% year on year revenue growth while maintaining strong margins and Opex / Capex controls
- Owned and managed the P&L and growth of the business unit, creating and currently implementing the 5 year strategic plan and vision for Digital Business, from marketing, merchandising, content, and technology. Delivering business models and tactics aimed at driving market growth and customer disruption.
- Hired and Lead a team of highly knowledgeable and regarded senior leaders responsible, for Content Licensing, Merchandising Marketing and Technology platforms.
- Managed a technology evolution, removing incumbent vendors and launching 3 new core technology platforms from requirements, RFI to implementation, to ensure foundation for future growth.
- Championed the full application design and end-to-end customer journey, ensuring a unique and consistent user experience across all devices and applications, currently working to cement an agile development methodology within the business unit.
- With this agile approach, directed the launch of 8 new Applications on all major device platforms in support of the strategic direction of Digital Business.
- Responsible for acquiring licensed content and device support for applications, managed the contract negotiations with major studios and device organisation globally, ensuring key wholesale cost rates were achieved to enable business growth.
- Provided direction and oversight to marketing and merchandising, launched new key products, offers and services in key segments ensuring continued growth.
- Leading an internal strategic technology initiatives focusing on big data and recommendation. The goal is to deliver a best in class purchase experience for customer seeking entertainment across all channels.