

pierce.flynn, Ph.D

Strategic Marketing, Partnerships, Business Development

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pierceflynn

- **More than 20 Years of Trend-Setting Strategic Marketing, Partnerships & Business Development for Global Brands**— whether in sports, entertainment, cause marketing, social, digital or commerce, acts as the interface between marketing, business development, edutainment, operations, sales, account management and creative to unleash growth for companies focused on sports, entertainment, lifestyle, media, content, automotive, products and nonprofits.
- **Leverages Extensive Network to Open Strategic Opportunities**— leverages over 4K social media and personal connections to create marketing partnerships with over 50 Fortune 500 companies; celebrities like Paul McCartney and Gwen Stefani; and media industry leaders including MTV, NBC, and Microsoft.
- **Robust Leadership for Diverse Creative Teams and Operations**— yielding unprecedented non-endemic marketing revenue growth, doesn't just lead but mentors staff to produce one-of-a-kind, globally-scaled campaigns like "The Pepsi Free Ride,"— the largest corporate partnership, 2nd-largest national retail and digital sweepstakes in Pepsi history.

areas of expertise

Business Development
Marketing
Brand Building
Sports & Entertainment
Client Relationships
Strategic Partnerships
Management & Operations
Consultative Sales
Digital Media
Social Communications
Multicultural & Millennials
Teaching
Non-Profit Organizations
Negotiations & Contracts

professional experience

Chief Executive Officer
Aesthetic Marketing Group
2016 – Present

VP Marketing & Business Development

DUB Publishing Inc.

The Pioneers in fusing vehicle culture with music, technology, design, and marketing.

Santa Fe Springs, CA

2005 – 2016

Direct Reports:

Program Team: 5

Business Development Team: 2

Annual P&L Responsibility:

Personal: \$3M+

Team: \$50M

Company Info:

Los Angeles, CA HQ; remote locations in San Diego, San Francisco, Philadelphia

25 to 35 Full-time Employees plus part-time hires

Recent Press:

NEWSWEEK, USA Today,

ENTREPRENEUR, LA Times,

Directs strategic marketing, business development, operations, media, strategy, account management, brand partnerships in digital and social media, sports & entertainment, music, specializing in communications and strategic partnerships.

Recruited by the CEO, leveraged an extensive personal network to generate new business opportunities. Fostered the success of creative teams in developing and executing one-of-a-kind brand promotions aimed at cementing DUB's industry leadership at the intersection of vehicle culture, music, technology, design, and marketing.

- brand marketing & development
- web, mobile & social communications
- operations
- experiential, event & entertainment marketing
- event production & marketing
- product innovation

Unprecedented Business Development:

- **Executed the largest – at the time – corporate partnership with Pepsi** – The Pepsi Free Ride branded 1.4B Pepsi bottles with DUB's Logo and gave away 140 celebrity vehicles to become DUB's largest non-endemic marketing revenue and Pepsi's second-largest national Retail and Digital Sweepstakes.
- **Generated \$50 Million in annual sales** – led creative, marketing and sales teams in delivering strategic initiatives affecting account management, global marketing, event sponsorship, advertising sales, and entertainment marketing programs.
- **Drove a 500% increase in** – the National Brand Profile, Client Partnerships, Sponsorships, Products, Advertising Sales Revenues

key accounts won

Built 50+ Fortune 500

Client Account Partnerships:

Best Buy
Walmart
Daimler Chrysler
GM
Ford
Subaru
Mobil 1
Xbox
Rockstar Games
Energizer
Sprint
T-Mobile
Verizon
Universal Pictures
NBC Universal
Harley-Davidson.

"I've had the pleasure and good fortune of working with Pierce Flynn for over 23 years, and have always found that not only does he deliver, but he brings such collaborative and strategic muscle to the game that there is always a sad point when the projects are over. He's one of a kind." **Michael Bloom** | SVP, Unscripted Series and Specials @ TNT/TBS

<p>Vice President SD Entertainment Marketing <i>Connecting brands and consumers at the intersection of music, sports and new media</i> 📍 Encinitas, CA 📅 1999 – 2005</p>	<p><i>A division of DK Management and Surfdog Records, boasts an extensive network spanning the music industry, major and independent music labels, musicians and their management, film and television, and the action sports industry.</i></p> <p>Led an international team - focused on sports & entertainment marketing, sales, and property acquisition strategies.</p> <p>Increased Sales and Clients by 300% – adding clients such as Best Buy, Pepsi, DreamWorks, and Warner Brothers Music.</p> <p>Top-Performing Campaigns:</p> <ul style="list-style-type: none"> ● #1 Best-Selling Tony Hawk Series - managed and consulted Best Buy's Redline Entertainment identification, marketing, and sales of Action Sports Film and Video Gaming Products. ● Pepsi.com's #1 Most Visited Website Page, "Pepsi Street Motion".
<p>Marketing Director to Executive Director/CEO Surfrider Foundation 📍 San Clemente, CA 📅 1992 – 1999 <i>National Executive Director/CEO ('95 – '99)</i> <i>Communications and Marketing Director ('92 – '95)</i></p>	<p><i>The Surfrider Foundation protects the enjoyment of the world's ocean, waves, and beaches through a powerful activist network.</i></p> <ul style="list-style-type: none"> ● Drove 6-fold Growth - increased donor and corporate fundraising, marketing, membership, programs, annual budget, international profile, and recognition. ● Provided Strategic Vision and Oversight- directed a 10-person staff, 15-member Board of Directors, 60 Chapters, and scientific and legal teams. ● Represented the International 501c3 Organization as National Spokesperson—steering fundraising, TV, media, conferences, government, and NGO relations. ● Executive Produced 3 International Benefit Albums- coordinated 60 Music Artists including Pearl Jam, Beastie Boys, Blink 182, Gwen Stefani, Paul McCartney, Jimmy Buffett – with Interscope and Warner Brothers Music.
<p>President Pierce Flynn Marketing & Media Strategies 📍 Encinitas, CA 📅 1990 – 1994</p>	<p><i>Raising client profiles, sourced, and developed strategic client relationships across the international action sports and outdoor industry.</i></p> <ul style="list-style-type: none"> ● Developed Multifaceted Branding—built strategic relationships with MTV, national ski resorts, international publications and celebrities like the Beastie Boys, extending the reach of Burton Snowboards marketing and profile.

teaching experience

- Associate / Adjunct Professor of Sociology, Social Psychology, Ethnographic Film and Media Communications (1985 – 1994)
- California State University, San Marcos, CA (1991 –1995, Culture & Media Studies)
 - The National University of San Diego, San Diego, CA (1989 – 1991)
 - University of Paris, Paris, France (1989)
 - The University of California, San Diego, CA (1988)

professional service

- Professional Mentor, Cal State University San Marcos (present)
Judge | Ethnographic Film Festival UCSD (2011 – 2017)
Founding Director | Tony Hawk Foundation (2002 – 2009)
Panel Member | Various International Conferences (1984 – 2002)
Consultant | STAR Education (2001 – Present)
National Advisory Board | Surfrider Foundation (1999 – Present)
Key Note Speaker | Surf Industry Manufacturers Association (1999)

qualifications

- Ph.D., Sociology, Ethnomethodology | University of California, San Diego, CA
Masters of Sociology | University of California, San Diego, CA
Bachelor of Biology and Sociology | University of California, San Diego, CA

publications

2011 *The Ethnomethodological Movement: Sociosemiotic Interpretations*, New York: Mouton de Gruyter

"Pierce has been an essential part of our company for many years. His diversity in skills and personal rapport with clients are his core strengths.

No matter the work load, Pierce always has a positive and optimistic outlook. Pierce's work was a key component to many of our big successes over the years. It was an absolute pleasure to work with Pierce!"

Haythem Haddad | Creative Director/Co-Founder
@ DUB Publishing Inc.