



Peter Flaschner

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PARTIAL CLIENT LIST

Hewlett Packard
Yahoo!
Microsoft
Globe and Mail
Purina
Unicef
Turner Broadcasting
Bell
General Electric

Profile

Innovator, strategist, designer, marketer, speaker, team builder. Social media pioneer, with a keen nose for business. I've been implementing social and digital strategies since the 90s.

Current obsessions include: Transmedia storytelling, network theory and predictive modeling, visual thinking, media psychology, psychology of decision making.

Experience

VP STRATEGY, SEQUENTIA ENVIRONICS, NOV 2009 – DECEMBER 2010

Sequentia is a global category leader in community and social strategy. I defined and productized community, social, and content offers. I lead a team of 15 strategists, researchers, content developers, and web developers.

Accomplishments include:

- Developing a repeatable community building process and successfully implementing and refining it over 10 major client engagements
- Co-designing and developing a powerful research practice, that combines automated and including digital ethnography
- Developing and implementing a repeatable social strategy methodology
- Growing Yahoo! Canada's social audience from 0 to over 150,000 using a combination of app development, content planning and development, ad buys, and community development
- Co-developing and implementing a framework to measure ROI of social and community
- Successfully pitching large social and community programs to enterprise clients including Microsoft, Yahoo!, LoyaltyOne, etc
- Winning Ace awards for Best Digital Communications Campaign of the Year 2010, Globe Catalyst and Best Use of Communication Tools 2010, Globe Catalyst, and ITAC Ingenious Award 2010, Globe Catalyst.
- Work written up in Forrester Report, Marketing Magazine, The Globe and Mail.

EDUCATION

Emily Carr Institute of Art and Design — Design Essentials, 2003–2004. Dean's List.

Capilano University – Marketing Diploma, 1995–1996. Dean's List.

LINKS

Twitter:

<http://twitter.com/flashlight>

LinkedIn:

http://www.linkedin.com/profile/view?id=3040999&trk=tab_pro

Blog:

<http://peterflaschner.com>

Design portfolio:

<http://peterflaschner.com/portfolio>

Presentations:

<http://www.slideshare.net/flashlight>

Photography:

<http://flickr.com/flashlight>

CREATIVE DIRECTOR (CONTRACT), MARS TORONTO, ON 2009

Responsibilities included leading the naming of a new global brand (Net Change), designing the identity and style guide, designing and building a comprehensive, social-media enabled website on a very short timeline (www.netchangeweek.ca), and designing posters and other print materials.

FOUNDER, CREATIVE DIRECTOR, THE BLOG STUDIO 2004 – 2009

The Blog Studio is the world's first professional calibre design and development studio focused on social media. Beside creating the thing, my responsibilities included client relations, marketing, business development, creative direction, speaking at conferences, etc. Clients include Unicef, Turner Broadcasting, FoxNews, and literally 100s more. The Blog Studio remains a power house, leading the charge towards a more socially engaged, beautiful web.

PARTNER, THE BIKE CELLAR VANCOUVER AND VICTORIA, 1997 – 2003

With 40 staff and annual sales in excess of \$4M, The Bike Cellar took a high-touch, high-end approach to selling high-end bicycles from our two west coast locations. I was responsible for all aspects of the business, including training, recruiting, supplier relations, event organization, marketing, etc.

ACCOUNT EXEC, TBWA/CHIAT DAY VANCOUVER, BC 1995 – 1996

While not directly relevant to my design and strategy career, I do have ad agency experience. I got into advertising because I wanted to do creative work. I was working in the right office, but in the wrong department. I worked exclusively on the Nissan account during that brand's renaissance in the mid-90s.