**Denny Juge** dj@dennyjuge.com | 512-466-4669

# Strategist. Builder. Operator.

*Revenue Operations | Digital Transformation | Global Operations*

## PROFESSIONAL HISTORY

**Co-Founder and Chief Solutions Officer**
**Phobio, LLC** **US, Canada, Mexico, Germany, Australia** **2010 - Present**

The mission has been to foster innovation and drive tactical projects with strategic value.

- Overseeing global operations, logistics, warehousing, and 3PL network transformations
- Pioneering new processes, managing business systems, and ensuring cross-departmental coordination to scale operations
- Spearheading strategic expansion initiatives into new international markets (such as the UK and Mexico) and guiding new channel partnerships

Accomplishments and responsibilities:

- Deploy Account-Based Marketing strategy with Sales Team via SEO, SEM, social media and tradeshow event production
- Develop email, live chat and email Customer Service workflows and Ticketing systems with in-house Support Teams
- Online training resources for retail partners, customers and other key stakeholders
- International Expansion & 3PL Partnerships in the US and Canada while expanding baseline capabilities into the UK and Mexico
- Architected transition internal operational tools into a scalable, structured platform layer modernizing RTC and RMA workflows, shipping controls and CRM integrations
- Foster company growth to > $220M in annual revenue

**Creative Director**
**Carrollton Technology Partners** **New Orleans** **2008 - 2011**

Worked directly with clients from diverse industries such as entertainment, oil and gas, software development, healthcare, hospitality, and non-profits implementing direction, design, and development of client applications, launch campaigns, websites, and proprietary software

**Director of Creative Services**
**Audubon Nature Institute** **New Orleans** **2002 - 2008**

- Design and development of print, radio, TV, and online media for marketing campaigns
- Wild-Lab online educational platform for Wetlands Education
- Post-Katrina Relief Efforts
- Developed Emergency Response Communications and Coordination Platform
- developed Intranet for document/information-sharing for employees across all facilities
- design, development, and content creation for AudubonInstitute.org
- Social media and online member engagement
- Onsite exhibitry design for interactive kiosks

**Freelance Designer and Developer** **2000 - 2002**

Design and development of sites and interactive experiences for a broad range of clients such as: Turner Network Television, Yoko Ono, PBS Kids, Ford Motors, Twyla Tharp, Holiday Inn, Sprint

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Mobile, The New Yorker Magazine, Hilton, VisiTicket Select, Mondavi Center for the Performing Arts, University of California at Davis, and Enron (*Before it collapsed.*)

**Senior Creative Director**
**Xceed Interactive** **NYC** **1998 - 2000**

- direct brand strategy, design, site architecture, functionality, content
- lead, train, and manage team of 8 Creative Directors
- define Xceed's production and development process
- develop prototypes for client mobile application development

**Co-Founder and Art Director**
**Mercury Seven Interactive** **NYC** **1997 - 1998 (acquired by Xceed)**

- establish design standards and practices for M7's Art Department
- hire, train, supervise, and manage a team of 20 designers create initial designs and oversee graphic production and interactive development of client work

**Senior Interactive Designer**
**the Buoyant Company** **NYC** **1996 - 1997**

- establish cohesive site architecture and brand message
- lead project teams of production artists
- create original site designs, illustrations, logos, and styleguides

**Co-Founder and Art Director**
**Trinity Point Multimedia** **NYC** **1994 – 1995**

- establish site architectures and lead vision for visual design of interactive interfaces
- create interactive CD-Roms for advertising agencies (They were *huge* at the time!)

## EDUCATION

**NYU, Tisch School Of The Arts** **NYC** **1990 - 1993**
BFA Film & Animation Major, University Scholar

**Pilchuck Art Institute** **Stanwood, WA** **1990 - 1991**
Studio Arts

**Tulane University** **New Orleans, LA** **1988 - 1990**
Studio Arts and Theatre

## AREAS OF EXPERTISE

- Marketing, Customer Experience, Supply Chain Management, Reverse Logistics
- Customer Relationship Management (CRM) platforms such as Hubspot and Salesforce
- Standards-compliant HTML, XHTML, CSS, PHP, Javascript, SQL
- Search Engine Optimization and Search Engine Marketing Strategies (SEO & SEM)
- Video production, animation, audio mastering, video editing software
- Adobe Creative Suite, Microsoft Office Products

I live in New Orleans with my wife and the youngest of our three children, and ride in one of the more ridiculous Mardi Gras krewes.