

# MICHAEL AUBREY

[aubreyworks@gmail.com](mailto:aubreyworks@gmail.com)

203.858.2499

[linkedin.com/in/aubreyworks](https://www.linkedin.com/in/aubreyworks)

***Experienced operations leader and “fixer” with expertise in global marketing, team building, and client partnerships. Skilled in digital operations and technology applications, including AI. Last 15 years helped drive growth at multiple agencies by successfully turning around operations and project management offices.***

## **EXPERIENCE**

### **Executive Director, Operations & Project Management**

FIG – formerly Figliulo & Partners (New York, NY)

Jan 2024 – Nov 2024

Reporting to COO/CFO, led operations team with focus on transformation and operations at 60-person agency. Recruited to re-build operations and team.

- Optimized operations, boosting efficiency and aligning with agency goals.
- Streamlined workflows with department heads, ensuring quality, on-time, and budget-friendly results.
- Developed scalable processes, improving task clarity and project delivery.
- Implemented best-in-class workflow and AI tools to communicate/collaborate, track and efficiently deliver with speed and quality

### **SVP, Operations & Delivery**

Organic, Inc – An Omnicom Company (New York, NY)

May 2019 – Oct 2023

Reporting to the CEO, led operations for 80-person agency. Recruited to re-build operations and team culture.

- Transformed operating model from the ground up, successfully retaining and growing client relationships, resulting in a 300% increase in business and team size.
- Rebooted and turned around company culture, leading to being voted a **2022 Best Places To Work** by AdAge within 2 years.
- Led the implementation of a modern, agile-based process, streamlining product delivery and enhancing efficiency

### **SVP, Operations & Digital Solutions**

Epsilon Agency - formerly Catapult Marketing (Wilton, CT)

August 2014 – Mar 2019

Reporting to the COO, led operations, production, and project management at 200-person agency. Recruited to lead digital transformation at legacy print agency.

- Led agency operations for offices across the US and India, ensuring seamless integration and operational efficiency.
- Directed project management, resource management, production, and technology practices, enhancing project delivery time.

**Operations & Project Management [Consultant]**

Figliulo &amp; Partners (New York, NY)

June 2014 – August 2014

Led successful integration of enterprise finance and project management workflow system

**Executive Director of Delivery Management**MRY – *formerly LBi US* (New York, NY)

April 2012 – April 2014

- Led a team of 45+ project managers, producers, and specialists across New York, Atlanta, and San Francisco, boosting cohesion and productivity.
- Developed and implemented operational systems that improved efficiency and reduced project delivery time.
- Worked with senior leadership to align project management strategies with organizational goals, ensuring timely, high-quality project delivery.

**Director of Client Services [Contract Employee]**

The WonderFactory (New York, NY)

Oct 2011 – March 2012

- Established the Client Service discipline for a company that designs web, tablet and mobile experiences for media companies and advertisers

**VP, Director, Marketing [Group Account Director]**

Publicis Modem (New York, NY)

Jan 2007 - Oct 2011

- Directed a 30-person cross-functional team for Consumer and Professional HealthCare Marketing of 5 franchise vaccine brands, enhancing team cohesion and productivity.
- Led the planning and creative redesign of an eCommerce platform, generating \$1.2 billion/year in revenue, significantly boosting the company's digital presence.
- Served as Interim Managing Director of Publicis Modem, Toronto, in 2007, overseeing strategic initiatives and operational management.

**VP, Director of Project Management & Marketing Operations**

Modem Media (Norwalk, Connecticut)

March 1995 - Jan 2007

- Established Project Management Office (PMO) practice, leading 40+ managers across 8 offices.
- Standardized workflows, trained 500+ staff, and boosted efficiency.
- Directed strategic initiatives, improving project delivery times.
- Oversaw client programs for Delta Air Lines & Song Airlines, achieving seamless integration.
- Managed \$18M+ P&L, driving growth and financial performance.
- Led Delta's new online self-service rollout, enhancing customer experience.

**VP, Executive Producer**

McCann-Erickson (New York, NY)

May 1985 - Feb 1995

Broadcast Producer of award-winning television and radio advertising

- Lead Agency Producer for multiple Coca-Cola, General Motors & USAir television campaigns
- Extensive location, special effects, and stage production experience
- Lead producer of "New Coke" launch and introducing Max Headroom to America

**Assistant Editor/Associate Producer**

Mario's Editing Place/Major League Baseball Productions (New York, NY)

***EDUCATION***

BA, University of Vermont, Burlington, VT

***SPECIALTIES***

COO, PMO, Operations, Project/Production Management, Scrum Master, Content Production, Print Production, Digital Transformation, Technology Development, Marketing, Workflow & Finance Tool Automation, Process, Agile Methodologies, Innovation, Data Management, Leadership, Resourcing

***SOFTWARE & SYSTEMS EXPERTISE***

Workfront, Peoplesoft, Workamajig, Asana, Smartsheet, Jira, Resource Guru, Mavenlink, GitHub, Basecamp, Project Insight, Microsoft Teams, Miro, Figma, Sketch, Slack, Atlassian Suite. AI