

// JASON ROSS DIGITAL BUSINESS LEADER

A **digital business leader** with deep experience running award winning multi-disciplinary teams, managing P&L's, working with strong brands and engaging C-suite. Seeking an exciting role driving the next wave of innovation.



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// THINGS I BELIEVE

Strong culture drives strong results

The strongest teams are driven by a strong **purpose led culture** at the core with people who believe in the vision.

The future lays in the questions

Advances in **quantum & AI** will put the advantage with those who manage to find and ask the right questions.

It's time for bold creativity

The next generation of leading products & services will be created through **bold creative user centred** thinking.

// THINGS I'VE DONE

CO-FOUNDER TIME UNDER TENSION



(2023 - today)



Co-founded generative AI startup Time Under Tension (www.timeundertension.ai), a business focussed on helping companies adopt and accelerate their use of generative AI.

VP HEAD OF FROG AUNZ, PART OF CAPGEMINI

(2022 - 2023)

I was headhunted by Capgemini to take charge, stabilize & grow frog (www.frog.co) a leading global Design & Innovation agency acquired by Capgemini in 2021. I oversaw a team of 50 designers & strategists, my role included P&L management, client engagement, sales & internal positioning of this new capability.



-  Responsible for business annual target of \$8m
-  Managed team of 50 designers & strategists



-  Implemented a new 4 pillar growth strategy
-  Cemented design led thinking & selling

MD GLOBAL CLIENT ACCOUNT LEAD, ACCENTURE SONG

(2016 - 2022)

Following the acquisition of Reactive by Accenture Song, I played a key role in the transition and integration of the two businesses. After leading the eCommerce practice I secured and became the the Global Client Account Lead for one of the worlds largest and most recognised high tech brands, Samsung.



-  Secured & led a \$30m+ / yr global account
-  Managed a team of 350+ in multiple geos



-  Drove an innovation led client D2C agenda
-  Created worlds largest omnichannel platform

GENERAL MANAGER REACTIVE - AWARD WINNING AGENCY

(2011 - 2016)

Reactive was an award-winning digital agency with offices in Melbourne, Sydney, London, Auckland and New York. As GM to the Sydney branch, I oversaw a talented team of digital specialists, drove new business, provided strategic oversight and built an award winning client portfolio, including General Pants, Accor & Weight Watchers.



-  Delivered profitable revenues of over \$7m / annum
-  Tripled business & team size during tenure



-  Led portfolio shift from projects to accounts
-  Secured many awards (Cannes Lion, Spikes...)

CEO VIEW STRATEGIC PLC

(2006 - 2011)

View was a leading corporate digital communications. I took control of the agency throughout the GFC, growing a team of 30 digital specialists, driving new business & key account growth, generating in excess of £5m revenue p/a. I oversaw all aspects the agency's running. Clients included Tesco, Tate & Lyle & HSBC.

-  Delivered profitable revenues of over £5m / annum
-  Built multidisciplinary team from ground up

-  Pivoted agency offering to grow through GFC
-  Focus on corporate digital comms agenda

OTHER ROLES

- Digital Studio Director (2002-2006)
- Senior UX/UI Consultant (1997-1998)
- Video Game Producer (1993-1995)
- Dig' Marketing Consultant (1998-2002)
- Tech Project Manager (1995-1996)

// REFEREES

- [Patricio De Matteis](#) (CEO Dentsu)
- [Sid Goyal](#) (VP Samsung Electronics)
- [Tim O'Neill](#) (Founder Reactive)

// MY THOUGHTS

- [Ontologic](#) (professional blog)
- [The Big Bush Basher](#) (personal blog)
- [instagram.com/jsnrss](https://www.instagram.com/jsnrss)

// THINGS I'VE LEARNT

SKILLS / KNOWLEDGE

Digital Innovation & Strategy • Customer Experience • Omni-channel • Brand & Marketing • Sustainability • User Centred Design • Facilitation • UX/UI

CURRENT SELF LEARNING

I am actively involved in upskilling & advancing my knowledge in a number of exciting areas;

- Artificial Intelligence (ChatGPT, Generative AI, Video, Voice)
- Web 3.0 (NFT, Metaverse, Blockchain)
- Collaboration tools (e.g. Figma, Canva, Miro, Strategizer)

MIT - AI IMPLICATIONS FOR BUSINESS STRATEGY

This course was an insightful deep-dive into the business power of AI covering topics from intelligence types, applications, roadmaps, ethical considerations & more.

MIDDLESEX - M.A. GAME & INTERACTIVE MEDIA DESIGN

A Masters focussing on Digital Design. The single most valuable lesson was understanding Mihaly Csikszentmihalyi's 'flow theory' which has deep rooted applicability in how we design today.

// THINGS I DO

LIFESAVING

I am an active lifesaver with North Bondi surf club & IRB crew person.

HOBBIES

- Motorbiking • Bush-walking
- Exploring Australia • Photography

“ We can no longer save the world by playing by the rules. ”