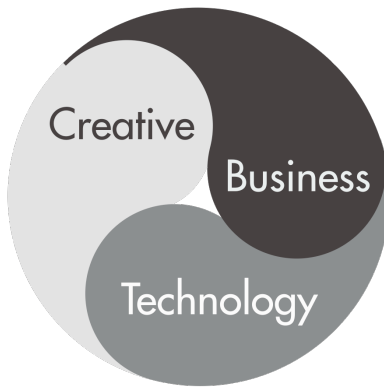


LANCE THORNSWOOD

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***Experienced technology & creative executive and entrepreneurial innovator
with a successful track record of results in
building, growing, and re-inventing creative & technology businesses***

SUMMARY



Business – Built global network of photography studios and operations for Target. Built offshore creative agency for Target in India. Established and grew 3 nationally-recognized interactive marketing agencies, each successively larger and more profitable.

Technology – Applications and user interfaces featured in case studies by Apple, Adobe, Google, Microsoft, WebTrends for breakthrough use of their technologies. Continually drive process & tech enhancements to reduce low-value repetitive tasks & free people to focus on high value work.

Creative – Won numerous awards & industry recognitions for interactive creative work. Named one of the top 100 creators of interactive media by AV Video/Multimedia Producer Magazine. Built teams of designers, developers and production for various businesses internationally.

- **Charismatic, aggressive, and strategic leader** who can take businesses initiatives to the next level
- Strong "**whole-brain**" thinker combining intuitive, creative, **holistic vision** with solid rational, logical, **analytical skills**
- **Compelling speaker** and **persuasive** written and visual **communicator**, capable of rallying opinion and rousing teams to action
- Highly effective manager, **strong collaborator** and **evangelistic leader** with a loyal following across industries
- Expertise in **integrated, multi-channel, consumer** marketing, **retail, CPG, entertainment** and **electronics**
- Consistently produces **results, leading large creative teams** with companies known for **brand innovation** & creative wins
- Background combines **extensive team leadership**, business and marketing strategy, **global business development** and significant experience building organizations
- **Synthesizes** disparate and complex information to make **strategic connections** and **simplify** the intricate
- Easily **bridges differences** and **unites people** across departmental, organizational, and international boundaries

HIGHLIGHTS

Clients

Target – Marshall Field's – Dayton's – Hudson's – Mervyn's – L.L. Bean – Wilson's Leather – Rivertown Trading Company (Signals / Wireless) – E*Trade – US Bank – Target Financial Services – Lincoln Financial Group – Apple – Yahoo! – Hewlett-Packard – IBM – Cisco – Intuit – Netgear – Steelcase – T-Mobile – Pacific Bell – Bell Atlantic – Walt Disney Imagineering – 20th Century Fox – Warner Bros. – Victory Motorcycles

Agencies

Weiden + Kennedy – BBDO – OgilvyOne – FCB – Martin|Williams – TEQUILA\ – GSD&M – TBWA\Chiat Day – OLSON – Colle & McVoy – AKQA – Schematic – HUGE – FAME Retail – Levine/Schneider Public Relations – KAPLOW PR – Anspach Grossman Portugal – Landor

Brands

Archer Farms – up & up – Market Pantry – Sutton & Dodge – Choxie – SuperTarget – Merona – Cherokee – Circo – ClearRX – Target.com – Mac OS X – HP EtherTwist – HP OpenView – IBM StorageWorks – Ortho Home Defense – Miracle Gro – Osmocote – EarthGro – TurfBuilder – RoundUp

Designers

Isaac Mizrahi – Luella Bartley – Paul & Joe – Tara Jarmon – Behnaz Serafpour – Libertine – Rogan Gregory – Jovovich Hawk – Erin Fetherston – Proenza Schouler – Missoni – Shawn White – Liberty of London – Mossimo – Michael Graves – John Derian

Consumer Engagement

Target Weekly Ad – Take Charge of Education – Ortho Problem Solver – Red Hot Summer – Odds Against 7even – Target Red Card & Check Card – Target's Corporate Gift Card Program – Scotts *What To Do Now* Email Reminder Service – Scotts Lawn Service – Polaris Snow Check – Target Race Team – E*Trade CAR (Customer Acquisition Reinvention) – itso Storage Planner – Victory Riders' Association – Sturgis Rally for Victory

Affiliations

AIGA Minneapolis – Minnesota Interactive Marketing Association (MIMA) – Twin Cities WebTrends User Group – Bangalore Ad Club

Publications & Presentations

- Forrester Research: *The Changing Interactive Marketing Organization*
- MarketingProfs: *Managing 'Frenemies': An Interview with Target's Interactive Creative Director*
- Microsoft MIX: *The Future of the Web: Great User Experiences for Ad-Supported Content*
- WPP Digital Innovation @ Retail: *Improving Guest Experience and Broadening Product Consideration at Target.com*
- Carlson School of Management, U of MN: *Creating and Cultivating Brand Connections*