

Ric Holland

(Mobile) 0411 737 478

(Email) ric@extreme.com.au

(Profile) www.linkedin.com/in/richolland

SAE Bachelor of Interactive Technologies - Advisor 2016

UNSW - Qualitative Research in NUI (Natural User Interfaces), UX, VR, XR 2015

UNSW - Senior Lecturer Digital Media, **UTS** - Senior Lecturer Digital Media, **Billy Blue** - Senior Lecturer 2006

Enmore Design Centre – Patron, co-founder **IDEA**. 1995 - 2005

IBM GSA - UCD Methodology 2003, Media Training 2002, Sales Methodology - Solutions Selling 2001

Randwick Design Centre - Advanced Diploma - Graphic Design 1980.

Career

Ric Holland is a creative, marketing and business development director working at the cutting edge of technology innovation - consulting with best-in-class businesses, vendors, developers and start-ups.

Originally Creative Director for 25 years delivering SME and corporate marketing projects for his clients and later logically transitioned to Marketing Director roles delivering strategy and projects from the client side, both locally and internationally.

Roles

CMO, Creative Director, Sales and Marketing Director, Global Evangelist Manager, Industry Liaison, Consultant, Mentor, Academic Researcher, Senior Lecturer, Managing Director.

Software

Creative Apps - Adobe Creative Cloud, Autodesk, Corel. Business Apps - Office 365, Google Docs. Web CMS - Wix, WordPress, Django, Magento, WebSphere, SEO - Google Analytics, AdWords CRM - Salesforce, LinkedIn, Wix. Collaboration - Microsoft Teams, Slack, Jira, Basecamp, Trello. XR Platforms - Unity, Steam, Oculus.

Technology

UX, CMS, CRM, BI, Digital Media, Cloud Computing, IoT, Blockchain, Fintech, ICT, Mobile Apps, SaaS, IaaS, Spatial XR, AI, VR, AR, Point Clouds, 3D Pipelines, VC Finance, Start-up Incubators.

2003 – Current (18 years part time)

2021 – 2021 (6 mth part time)

2019 – 2021 (1.5 years part time)

2017 – 2019 (1.5 years part time)

2012 – 2017 (5 years full-time)

2011 – 2012 (1 year full-time)

2010 – 2012 (2 years part time)

2006 – 2011 (6 years full-time)

2000 – 2003 (3 years full-time)

1999 – 2000 (1 year full-time)

1996 – 1999 (4 years full-time)

1981 – 1996 (16 years full-time)

Extreme Digital Media – CMO, Creative Director / Consulting

TribeTech - CMO

Red Cartel - CMO

Visospace - CMO

Offis Cloud Solutions - CMO

Ninefold - Macquarie Telecom - Evangelist Manager / APAC

Wacom Technology - Communications Consultant to CEO / Japan

Wacom Technology - Global Evangelist Manager / EU / Japan / US

IBM eBusiness - Interactive Branding & Design - Creative Director

MetaCreations Corporation - Regional Sales Manager / APAC

Vision Graphics - Partner / Director / Creative Director / CTO

Extreme Digital - Founder / Managing Director / Creative Director

Employment Summary

CMO, Creative Director : Extreme Digital Media (Marketing, Project Development and Consulting) 2003 – Current

Services - Branding, Marketing and Consulting, Design & Technology, UX, XR, Design Thinking, Tech Evangelism, PR & Communications, Start-up Mentor, Academic Research, Adviser/ Digital Media Course Development, Senior Lecturer, Public Speakers and Events production.

Responsible : Marketing as a Service (MaaS), Brand & Creative Strategy, Technology, Production, Business, Project Development and Delivery.

Achieved : Branding and Digital Marketing as a Service for TribeTech, Red Cartel, Visospace, SpaceTime XR, Wacom, HotHouse - Toyota, Studios 301 - INXS DVD for Universal Music world-wide release, SAE Global Headquarters, Alcatel, Ambience, Fujifilm, South Corp Wines, IAG, 3G Hutchison, Different, IdN World, Gravity.

Academic Clients: UNSW (University of New South Wales), COFA (College of Fine Art), UTS (University of Technology Sydney), AFTRS (Australian Film, TV & Radio School), LAMP (Laboratory of Advanced Media Production), Billy Blue Design School, SAE Computer Graphics College, Enmore Design Centre. IDEA (International Design Education Association) 10 years of workshops and events that benefited over 50 charity clients and hundreds of students from TAFE colleges, Universities and private institutions from Sydney, Wollongong and Newcastle, effectively the first industry work experience engagement program now commonplace in all education institutions.

CMO : TribeTech (IT Managed Services) 2021 - 2021

TribeTech provides enterprise-level IT and security to small and mid-sized businesses without the massive price tag or management overhead. HubOne document management software for accountants integrate with Microsoft 365 to provide a comprehensive and seamless solution designed to increase collaboration and connect with all practice management solutions.

Achieved : Brand review and update Website, Blog, Facebook, LinkedIn, YouTube, CRM, EDM campaigns and Events. New Strapline - At TribeTech we envision a more human future where technology seamlessly supports your business.

CMO : Red Cartel (Virtual Reality XR Digital Agency) 2019 - 2021

Red Cartel is one of Australia's leading VR, AR & Real-time 3D production agencies, delivering premium animated interactive content and specialising in experiential VR, location-based entertainment and XR content for Games, Venues, Education and Enterprise Solutions. Growth Marketing consulting for all online and offline marketing strategy and deliverables. Also providing Business and Project Development skills. <http://www.redcartel.com.au>

CMO : Offis Multi-Cloud Innovation (IT Managed Cloud Services) 2012 – 2017

Offis Cloud Solutions provides cloud infrastructure design, multi-cloud management, orchestration and automation of complex mission critical applications in public clouds such as AWS, Azure, Google Cloud, etc., private clouds and Offis Data Centre.

Responsible : Sales and Marketing Executive responsible for all online and offline marketing strategy and deliverables. Annual budget forecasts and recommendations based on sales revenue and new customer acquisition targets. Account Manage and develop new customer relationships,

Achieved : New corporate website built on custom django CMS, Google Analytics, SEO, Adwords, Content Marketing, Blog, LinkedIn Sales Navigator for sales team, UX and new technologies for developing business solutions. Sponsored partner events with IBM and others. Delivered over 30 business and technology innovation events over five years, many social engagement campaigns that provided sales lead growth. Founding Sponsor - AR & VR meet up events. SkunkMonk - Digital Agency Network for technical and creative directors. (Creative Technologists) ISV Speakeasy - Business and Technology Community for Independent Software Vendors and SaaS providers. eClub - One of the most respected technology/business innovation communities, presenting the latest in technology and future trends, seeking to explore and discuss technology trends and their impact on the future of business. CIO - Chatham House Round Table luncheons.

Evangelist Manager : Ninefold - Macquarie Telecom (Self-Service Cloud Services) 2011 – 2012

Ninefold provides Australian self-managed cloud computing, IaaS and PaaS services - including cloud storage, virtual servers, Windows & Linux VPS and cloud hosting.

Responsible : Develop new business sectors, recruit and managed 10+ evangelists in APAC, researched and managed entire events schedule and all deliverables representing Ninefold across all market segments including: Start-ups and VCs, Entrepreneurs, Digital Media, Developers, Web Centric Businesses, Universities, Biotech, etc. in Australia and NZ.

Achieved : +20% new customer acquisition from 60+ regional events per month (2 per day), recruited and managed 10+ cross sector industry evangelists in Australia and NZ, cultivated new customer contacts offline, lead nurturing across market segments. Developed online strategies using Sales Force for analysis and Marketo for campaigns, SEO and extensive use of social media tools.

Corporate Communications Consultant : Wacom (Investor Relations Group - Japan) 2011 – 2012

Wacom provides NUI technology to most global computer vendors globally.

Responsible : Retained on contract to continue writing and editing corporate documents for CEO and Investor Relations group in Japan. Maintain a consistent 'voice' for the CEO Masahiko Yamada.

Achieved : Maintained consistent global communications by delivering over 40 corporate communications documents and financial statements. Recognised and valued by CEO for providing a vital contribution to Wacom and IR activities.

Senior Business Development Manager : Gruden (Digital Agency) 2011 – 2011

The Gruden Group is a full-service Digital Agency with offices in Australia and China, offering application development, digital branding & campaigns, digital strategy, mobile, rich internet applications, interaction design, social media marketing & monitoring, usability and accessibility.

Responsible : Develop new business relationships in Media & Entertainment, FMCG, Government, Education, Healthcare, Retail, etc. Pipeline Sales, Respond to Tenders, Evangelise CX Customer Experience.

Achieved : Won \$200K new business and delivered client contracts for GYG and IAB customers. Responded to RFPs and RFTs and wrote new Pitch and Proposal documents. Maintained relationships with CMS vendors: Sitecore Certified Partner, Microsoft Certified Partner, Adobe Premium Enterprise & Solution Partner, WSG. (Web Standards Group)

Global Partner & Evangelist Manager : Wacom GBM (Global Brand Management) 2008 – 2011

Wacom is one of the world's largest NUI (Natural User Interface) vendors. Graphics pen and screen tablets are preferred technology for most digital artists, graphic designers, animators, architects, etc, who commonly cite Wacom as industry standard. Wacom provides NUI technology to most global computer vendors.

Responsible : Creating and maintaining visibility of Wacom in the global digital content creation markets. Developed key evangelist relationships and partnerships with global Masters, Professionals and Influencers. Writing and editing for Investor Relations Team in Japan, responsible for all public corporate documents including two Annual Reports. Responsible for developing social communities of interest, researching and appointing technical development partners, recommending and delivering Wacom's global Social, Content Marketing and CMS strategy to the CEO Masahiko Yamada and Executive Board in Japan.

Achieved : Global review of Wacom's content marketing and CMS requirements in all regions and make technology integration recommendations for Drupal or Sitecore. Successfully lead global Drupal CMS integration for product launch of new multi-touch products for mass consumer markets. Contributed 140% annual sales growth, partnered with solution partners for presentations at over 100 technology trade shows and public functions, touching many thousands of customers through online and offline channels. Presented with CEO's award for writing and producing Wacom's 25th Anniversary book – Art of Marking Marks. Attained 2,000+ monthly visitors to blog - ArtofWa.com from over 100 countries and 4,000 cities.

Business Development and Partner Manager : Wacom ANZ (Sydney Sales Office) 2006 – 2008

Responsible : Maintain strong working relationship with Microsoft while promoting new biometric features in Vista and Office07, sponsored and presented at all Microsoft events and worked closely with Apple, Adobe, Autodesk, Corel, Pixologic, Luxology, Maxon, Smith Micro, and other leading technology vendors to maintain value adding partnerships, while increasing Wacom's market penetration and brand relevance.

Achieved : Provided expert knowledge and product support to customers, spoke and demonstrated at many tradeshow across ANZ and a wide range of vertical professional markets including: Enterprise Solutions, Broadcast and Film, Interactive Media, Games Development, Photography, Design, Medicine, Business & Finance, Education, etc. Delivered strategic print and event campaigns for professional solutions and wrote a coffee table book that became the 25th Anniversary publication for Wacom which received recognition from digital professionals around the world plus a promotion to join the Global Brand Management Team in Germany and work directly for Wacom's CEO in Japan

Creative Director / Asia Pacific IBM GSA (eBusiness Innovation & Interactive Branding & Design) 2000 – 2003

IBM eBusiness Innovation Centre :: Sydney represented the leading edge of enterprise e-business and User Centered Design methodology and development. Sydney Pyrmont was the largest of 20 global IBM Innovation Centres.

Responsible : 60 staff - Direct local Websphere development teams with APAC teams of digital professionals consisting of information architects, graphic designers, usability testers, content strategists, business analysts, producers, project managers, developers and security engineers. Responsible for creating and maintaining client vision while working concurrently on multiple projects with tight production schedules and complex technical infrastructure.

Achieved : New business wins, maintained and delivered multi-million dollar projects in the emerging eBranding sectors of Corporate, Government, Finance and eLearning. Mentored and directed 60+ mixed technical and creative teams pioneering User Centered Design (UX) methodology, digital branding, human interface design, usability testing, social media and customer analytics. Global media launch of first IBM eBusiness Innovation Centre in Sydney and cross media branding campaign. Projects and Clients included: Thai Farmers Bank eBranding (18 months project that contributed over \$60 Million in follow on revenue), Westpac Bank (\$5 billion successful outsourcing bid and proposal), CBA, IAG, Caltex, Dairy Farmers, South Corp Clean Air, NSW Parks & Wild Life, Vodafone, Ansett Airlines, GM Holden, Sydney Local Councils, Red Cross, etc.

Sales & Marketing Manager / Asia Pacific MetaCreations Corp. (Software Vendor) 1998 – 1999

MetaCreations Corporation *Fractal Design and MetaTools merged to become MetaCreations which developed digital creative tools with new concepts for UI in 2D, 3D and Web applications including Ray Dream Studio, InfiniD, Painter, Bryce, and Kai's Power Tools and MetaStream - ultimately merged to become the Viewpoint Corporation.*

Responsible : Sales and Marketing in APAC, research and appoint new channel partners, develop and manage marketing strategy with \$300K market development funds per annum. Evangelise the software tools throughout Asia Pacific at partner road show events with Adobe and Macromedia, directly at trade events, conferences, at educational institutions, sponsored competitions and awards nights. Develop and execute online and offline marketing campaigns.

Achieved : Introduced new products to market and achieved 200% sales growth in the professional and education sectors by developing user groups, new sales partners, marketing channels and introduced education site licensing. Provided valuable product feedback to US software engineers through local beta testing programs and user group feedback sessions.

Creative Director / CTO Vision Graphics (Pro Photographic & Digital Services) 1996 - 1998

Vision Graphics *was one of the largest and most profitable pro photographic labs in Australia. A merger with Extreme Digital enabled it to become the most advanced digital photographic and multimedia company in the region, supporting 80 staff and innovating advanced digital imaging techniques for the Professional Photographic industry.*

Responsible : Developing brand, business, creative services, technology, managing client expectations and delivering projects using the latest techniques in digital imaging, interactive publishing and multimedia.

Achieved : Consolidation of traditional/digital services, expansion of core business to leverage broader markets with creative services (not limited to traditional photographic services), branding, consolidated pricing model, rapid development software platform for interactive production, web galleries and digital portfolios. Evangelised the beginning of desktop digital video in Hong Kong with Radius and Supermac - presented at trade shows, conferences and events in regards to new media markets and technology innovation.

Founder / Creative Director / Managing Director Extreme Digital (Digital Design Innovation Agency) 1980 - 1996

Extreme Digital *an award winning design agency that set new standards in Digital Media Production, pioneered the early adoption of digital techniques that challenged the 'established' industries in Pre-Press and digital print Publishing, digital photographic Image Manipulation, Digital Video Editing and Animation, CD ROM, Web Dev, UI. (Interactive New Media)*

Responsible : Founder and Creative Director, established the 80/20 innovation method, delivered all business tendering, creative pitch, project management, client management, R&D, staff training, team, culture and business strategy.

Achieved : Throughout 80s to late 1990s built global reputation for innovation and creativity in 2D & 3D Art & Design, Digital PrePress, Broadcast & Interactive Design, Digital Photography, Image Manipulation, User Centered Design, Web UX. Delivered winning pitch for the 2000 Sydney Olympics website strategy with IBM and SOCOG.

+20% annual revenue growth over 16 years. Designed and Delivered 20+ famous Board Games, plus marketing and TVCs. Delivered 2,500+ client branding projects and marketing campaigns including: BHP, Microsoft, Apple, Aldus, Adobe, Fractal, Corel, MetaCreations, HP, Compaq, SPC Software, CA, Kodak, Fujifilm, InfoMagic, Firmware, Events Fashions, Micro Australia/Merisel, Mac World Expos, Publish Expos, Queensland Tourist & Travel, Balarinji, Nida, SAE, Toshiba, Sony, Quantel, Wacom, Evangelised emerging new digital industries internationally. www.scribd.com/ric_holland

Honours and Awards

CEO's Award - 2009 Masahiko Yamada (CEO **Wacom**) - In recognition of Ric Holland's contribution to the successful communication of Wacom's reputation in the Global Professional Digital Content Creation markets.

Art of Making Marks - Ric authored the coffee table book that became a 25th Anniversary Publication for Wacom which received recognition from digital professionals around the world plus a promotion to join the Global Brand Management Team in Japan and Germany working directly for Wacom's CEO in Japan.

Advanced Photoshop Magazine book review. Author - Ric Holland Wacom celebrates 25 years of excellence with this inspiring limited-edition resource. This title presents some of the world's foremost design pioneers and innovators who use Wacom digital drawing devices. A mixed bag of commercial creative culture and aesthetic delights. Wacom has come a very long way and this limited-edition title reveals how it has carried artists along with it. Interesting and truly inspiring.

AIMIA - VP NSW Committee 2001 – 2006

AIMIA - TradeStart Participant

Academic Advisory Boards - Enmore Design Centre TAFE, School of Audio Engineering SAE
SAE Bachelor of Interactive Technologies 2016, Bond University and Create Australia (Accreditation Advisory Consultant)

International Design Education Association (IDEA) - Co Founder and VP 1995 – 2005 celebrating 10 years running the 4 Day Thing workshops and events that benefited over 50 charity clients and hundreds of design students from TAFE Colleges, Universities and Private institutions from Sydney, Wollongong and Newcastle)

AIMIA Awards Judge - 2003 - 2017

20th Annual London International Awards Interactive Media Judge - 2010

Integrated Media Awards Judge - 1998

IdN Design Awards winner 1989 - 1995

MacWorld Design Awards winner 1990 - 1995

Australian Catalogue Awards winner 1992 - 1995

References on Request

"Ric Holland, you have always been so far in front of the industry that by the time we've all caught on to what you've been talking about, you've already moved on."

Michael Stoddart - Director, Digital Media Enterprise **Adobe Systems** Pty Ltd

"Ric Holland was one of the first in Australia to foresee and then realise the potential of digital imaging and design, accumulating experience and expertise that put him at the head of the pack. Others trailed in his wake. He took the lead and while others have since joined him at the forefront, he has never slackened the pace. Ric is not afraid of large concepts, big projects and enormous creative risk, and he comes up trumps every time!"

Colin Wood - Publisher/Editor-in-Chief **Design Graphics Magazine**