

EMAIL
elli@hellotina.co

MOBILE
213 235 8072

* Masters of Business Administration 2021
UNIVERSITY OF SOUTHERN CALIFORNIA
* (MBA Expected May 2021)

Bachelor of Arts 2014
(Industrial Design & Business Entrepreneurship)
UNIVERSITY OF SOUTHERN CALIFORNIA

Fulbright Fellowship Award 2012
UNIVERSITY OF ALBERTA
MCGILL UNIVERSITY

SELECT CLIENTELE

IBM	Aetna
IKEA	American Express
Intel	Apothecanna
iShares	Barclays
Jagermeister	British Airways (IAG)
Janssen	British Petroleum (BP)
KFC	Boots
Lego	Burger King
Lidl	Cabela's
Macy's	Cadbury
Merck	Campbell's
Mondelez	Circle
Nationwide	Cisco
Nestle	Citizens Bank
Philips	Coca-Cola
Prima	Dupont
Showtime	Ernst & Young (EY)
Southwest	E-trade
Starbucks	Famous Footwear
Siemens	Fanta
Snapdragon	Ford
United Nations	FM Global
Uniqlo	General Mills
UPS	Google
Vodafone	Huawei
WPP	InterContinental
7Eleven	Hotels Group IHG

SELECT ACHIEVEMENTS

PANELIST

ACE Awards 2019
Eric Geddes Distinguished Lecture Series 2018
Data & Marketing Association (DMA) 2017
Cannes Lions Innovation Awards 2016

FORBES 30 UNDER 30 2019

Advertising & Marketing List Runner-Up

ACE AWARDS FESTIVAL JUDGE 2019

Elli Hanson

I'm a business designer who is passionate about helping entrepreneurs launch and grow. I studied product design + entrepreneurship across three universities (and one Fulbright), and am currently completing an Executive MBA at USC's Marshall School of Business. I joined my family business at age 21, and have since helped take that company from a mom-and-pop shop in Western Canada to a global e-commerce business. I spent four years working at Ogilvy Worldwide headquarters in New York City, where I started as an Artist in Residence, and ended as the Global Director of Design Strategy, responsible for designing the new global operating system that would transform the organization and the holding company's portfolio of brands. Since leaving Ogilvy in September 2018, I've started three companies; OZO — a Medical Skincare CPG company, Seedy Home — a D2C Cannabis home gardening system, and TINA (This Is Not an Agency) — a bespoke "creative matchmaking" service to introduce startup entrepreneurs to the best creative partners to launch their brand. I'm now ready to take TINA in-house to the right venture team to support their portfolio investments with creative coaching and guidance.

SELECT WORK EXPERIENCE

TINA (THIS IS NOT AN AGENCY)

www.hellotina.co

Founder

2018 - Present

- + Groundbreaking new model for creative services; connecting clients with hand-picked teams of top independent creative talent and boutique studios all over the world to build bespoke "agencies" for each client's strategic, creative, digital, and product design needs.
- + Trusted as embedded "CMO" for the first six months of business development (from pitch deck to launch) with over 30 successful start ups ranging from CPG to digital products to service organizations.
- + Directed Prima's (www.prima.co) brand strategy, visual identity design, packaging design, e-commerce design / development, and creative launch campaign strategy and deployment.
- + Have independently facilitated over \$2MM client contracts between start ups and creative partners in just 18 months.
- + Have serviced clients globally across the US, Canada, and Australia.
- + Clientele across industries ranging from Retail, CBD Health & wellness, CPG Food & Beverage, Subscription Services, Digital Products, amongst many others.

OGILVY WORLDWIDE

Global Advertising Agency

Global Director of Design Strategy

2016 - 2018

- + Designed Ogilvy's patented Operating System (OS) model which became the cornerstone of Ogilvy's global transformation; governing internal organizational design, new business methodology, HR training and education, amongst many other areas.
- + Worked alongside (in a daily capacity) the worldwide Chief Strategy Officer, Chief Talent Officer, Chief Operating Officer, Chief Marketing Officer, and CEO to codify Ogilvy's entire service offering, design a holistic OS, and deploy it globally.
- + Won \$45MM+ new business within 6 months of deploying this Operating Model.
- + Trained Heads of Office globally in the new OS, and managed ongoing training worldwide. Responsible for process, systems and organizational design at all levels of the organization globally.
- + Designed the digital platform of the OS. Managed the dev team to build it ground up.
- + The OS that I designed became adopted as the Best Practice model by Ogilvy's parent company, WPP worldwide, and became the system of choice for top WPP agencies in inter-agency global new business pitches.

SELECT AWARDS

CANNES LIONS

Creative Effectiveness Lion 2018
Grand Prix For Good Lion 2017
6x Gold Lions 2017
4x Silver Lions 2017
7x Bronze Lions 2017
6x Shortlist Lions 2015 - 2017

ADDITIONAL AWARDS

The One Show: 11x Awards
Design & Art Directors (D&AD): 3x Pencils
Effie Worldwide: 2x Awards
The Webbys: 3x Awards
Clio International Advertising: 1x Award
New York Festivals Advertising: 3x Awards
4A's: 2x Awards
London International: 2x Awards
The Caples Global Advertising: 2x Awards
DMA Echos: 1x Award
Online Media & Marketing: 1x Award

SELECT WORKS PUBLISHED

OGILVY OPERATING SYSTEM DESIGN

Patented OS Design for 120k person org

WORKS PUBLISHED & RECOGNIZED IN

Mashable	AdAge
Medium's The CUT	Adweek
MindBodyGreen	The Atlantic
MoMA	BBC
National Geographic	Broccoli Mag
TIME Magazine	CBS News
New York Times	CNN
NPR (Guy Raz)	CNBC
NY Mag	Dezeen
Oprah's Podcast	The Economist
Seth Godin's Blog	FastCo
TED	Forbes
Tony Robbins	The Gentlewoman
Trendhunter	Goop
Popsugar	GQ
Wired	HBR
Quartz	Inc.

SELECT WORK EXPERIENCE

OGILVYRED

Management Consulting

Global Consulting Director

2016 - 2017

- + Co-Founded the Ogilvy Center for Behavioral Science with the CEO of OgilvyPR.
- + Codified 150 known cognitive biases into a codex, mapping these biases against Ogilvy's top 50 global clients' industries and areas of communication strategy.
- + Responsible for service and product design innovation for global clients (AmEx, Ford, Nestle, Merck, Starbucks, etc.) according to trend forecasting.
- + Created a digital product for Ogilvy strategists and analysts to check which cognitive biases may be affecting their desired audience, and how to negate or amplify a given bias to achieve a desired action response or strategic message.

OGILVYONE

Customer Experience Strategy

Senior Experience Designer

2015 - 2016

- + Used Qualitative and Quantitative data insights to inform and create Customer Ambitions, Personas, Journeys, and Engagement for clients such as Showtime, IKEA, Intel, Huawei, Citizens Bank, 7eleven, amongst many others.
- + Founded interdisciplinary Product & Service Design group; Design Research, Product & service Innovation, Prototyping, Customer Testing, and Deployment.
- + Developed leading inter-disciplinary sprint team approach to creative ideation and development through an internal start-up, "One Collective."

OGILVY & MATHER

Creative Department

Artist In Residence

2014 - 2015

- + Art Direction, creative campaign concepting, and UX/UI digital product design for clients such as IBM, AmEx, United Nations, Aetna, Girl Scouts of America, UPS, Coca-Cola, Tiffany's, FM Global, amongst many others.

LIFE WITH OZO

www.lifewithozo.com

CO-FOUNDER

2019 - Present

- + Founded in 2019, OZO is a powerful first aid ointment that leverages the antibacterial, antiseptic, and antimicrobial power of Ozone.

SEEDERY HOME

www.seederyhome.com

CO-FOUNDER

2019 - Present

- + Founded in 2019, Seedery is a direct-to-consumer home gardening system empowering consumers to cultivate a personal Cannabis plant at home.
- + Seedery provides Cannabis seeds, all necessary growing supplies, and detailed instructions to successfully grow (and harvest) a Hemp or Marijuana plant.
- + Seedery Home; a collection of curated lifestyle cannabis home goods products.

KIND WORDS

"Throughout my many years of experience in the marketing world, which spans many countries, I have yet to come across an accomplished Design Strategist as exceptional as Elli. Her versatility across strategy and design, with broad experience and deep cultural awareness, makes her abilities truly extraordinary."

— Ben Richards, Chief Strategy Officer, Ogilvy Worldwide