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Brian is a terrific designer and creative director with a remarkable eye for what speedily communicates. One of the best. I know that because we worked closely on highly visible projects in London at both my companies, Kosh Design Studios and Ten Worlds Productions in Hollywood, California. He's a great bloke to have running the show. I should add that Brian is a good friend.

—Kosh

*Multi-Grammy award winner and creative director of the Beatles iconic albums, Abbey Road and Let it Be*

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He's an intelligent risk-taker, analytical thinker and a real team player.

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A multi-talented futurist, always designing and planning projects on the cutting edge of trending design and technology.

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... always responsive, beyond dependable and honest, he is a patient and fun team player. A natural leader, he quietly helped unite a scattered team in conflict and took the project to a much higher level than I could have dreamed of without him.

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He always gives you new ideas, unexpected ideas, business-savvy ideas, response-boosting ideas, gotta-do-it ideas, and the ones I like best: the thought-provoking, over-the-top, man-I-wish-we-had-the-money-to-do-that ideas. As a designer and business thinker, Brian is a valuable creative resource.

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## BRIAN WITTMAN

ipw.design  
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+61477450253

### VICE PRESIDENT

ARBORS RECORDS Clearwater, FL April 2022 - present

For over 30 years, Arbors Records has been the preeminent purveyor of jazz classics.

- Restructure company's business and process methods to reduce costs.
- Primary A&R, product design, packaging and producing new releases.
- Responsible for reduction of physical inventory through sales and marketing efforts via e-store and social media. Monitoring and managing backend sales data and reporting.
- Increase brand awareness through marketing efforts targeting digital (vs. physical) customers.

### CHIEF CREATIVE OFFICER

BOTTOMLINE INC. Stamford, CT Oct. 2015 to Sept. 2021

For over 40 years, BottomLine Inc provided consumer health and financial news to over 20 million readers worldwide. Its vast array of expert-sourced content is published in both subscription-based newsletter and books, including licensed publications from the world's most prestigious direct marketing partners.

- Manage in-house staff and outside print and digital designers and copywriters (22+).
- Lead company's re-branding efforts as they transition to multi-channel.
- Recreated the core direct response efforts to achieve 21-61% lift in response equaling a trajectory of an additional \$4-10+ million in additional revenue.
- Designed and launched new consumer-facing website and e-tail store creating best-in-class user experience (Wordpress and Magento).
- Influenced marketing and social efforts, overseeing and applying best-practices.
- Negotiated new contracts and vendor relations to reduce operating costs by \$500,000+/year in the first 6 months alone.
- Direct and manage in-house video, photography and podcast studio.

### CREATIVE LEADER

WITTMAN IDEA NETWORK Brookfield, CT 2001 - 2021

*clients included:*

CENTERSTRIKE GOLF USA- AU

Patented product design, marketing, and day-to-day business for the world's most accurate golf putter. Includes video production, trade show design and advertising.

COLUPON Ridgfield, CT

VP Marketing/Creative Director for mobile app start-up in the coupon space. App and web design, social media, digital marketing retail and student ambassador programs and marketing strategy and execution including investor presentations.

### PERSONAL MILESTONES

*First album credit:*

Jimmy Buffett Feeding Frenzy

*First creative director:*

priceline.com

*Notable branding:*

WWE's The Undertaker

*Designer:*

The Billboard Music Award ('93)

*Patents:*

Golf putter design (3+)

*Product launches:*

Portfolio of products in food, fashion, music and sports

### CORE COMPETENCIES

Brand Identity

Design

Typography

Professional photographer

Writer/Producer/Director

Web design/development

Direct response innovations

Mobile App UI

Digital Marketing

Social Media

Video/Audio

Product development

### VALUES

Culture

Strategy

Efficiencies

Team-building

Innovation

### SOFTWARE

Adobe Creative Suite (PS, ID, AI)

Adobe Audition

Dreamweaver

Apple Keynote/Powerpoint

Microsoft Office

Final Cut Pro

Logic

Shopify

**ZOID** Greenwich, CT/Phoenix, AZ  
Creative Director for the development of mobile security applications including user experience and interface design, website integration, brand identity, consumer copywriting and scripting/VO and multimedia presentations for raising venture and crowdfunding capital.

**INFODIRECTIONS INC** Victor, NY  
Creative Director for top-tier telecom billing software company. Developed the brand's overall business-to-business initiatives including website, marketing, collateral, trade advertising, national trade show booth and user group themes and curriculum.

**BY KIDS FOR KIDS** Stamford, CT  
Creative Director for kids invention-to-patent company. Executed themed website challenges (custom branded landing pages, banners) matching in-school curriculum, licensing and convention trade material including video production, trade show materials and investor presentations.

**GUIDEPOSTS** Carmel, NY  
Freelance contractor providing web-based solutions for direct mail efforts to new subscribers. Tested numerous traditional direct campaigns with great success providing copywriting and design services.

- Developed proprietary interactive direct response vehicle resulting in 34% response rate.

### **CREATIVE DIRECTOR/VP**

**PRICELINE.COM** Stamford, CT 1998-2001

Employee #22 for the world's first "name your own price" travel agency, priceline.com (an incubated company from its parent, Walker Digital), grew to be the third most recognized site on the internet. Brought a one man shop for the first 7 months of start-up to managing over 16 employees for a spin-off, in-house world class agency.

- Creative force behind driving company's market value to 23.1 billion in the first two years.
- Designed corporate brand identity for priceline.com (subsequent verticals and additional incubated companies of WDD).
- Wrote, directed and produced over 100 William Shatner radio commercials.
- Designed and prepared all media including magazine and newspaper advertising campaigns.
- Managed a streamlined department of 16 designers to facilitate an effective alternative to outside agency costs, developed and controlled departmental budget in excess of \$2M.
- Negotiated media buys with top national radio networks and personalities including Howard Stern, Rush Limbaugh and Opey & Anthony.

### **AWARDS**

American Corporate Identity:  
InfoDirections and WNW brand identities

Advertising Club of Connecticut:  
Best website design, Best of Logo design

### **PAST AFFILIATIONS**

Board of Directors:  
CT Special Food Association  
Advertising Club of Connecticut

### **PORTFOLIO**

Available upon request



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