



BRIAN WITTMAN

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SUMMARY

Dynamic creative leader with over 20 years of experience in brand identity, design, digital marketing, and product development. Proven track record of driving company growth, reducing costs, and leading successful rebranding efforts. Adept at managing cross-functional teams and delivering innovative solutions across diverse industries.

EXPERIENCE

Vice President

Arbors Records, Clearwater, FL

April 2022 - Present

- Restructured business processes, significantly reducing costs.
- Led A&R, product design, packaging, and production of new releases.
- Increased brand awareness through targeted digital marketing.

Chief Creative Officer

BottomLine Inc., Stamford, CT

October 2015 - September 2021

- Managed a team of 22+ designers and copywriters.
- Led rebranding efforts, transitioning to multi-channel platforms.
- Achieved 21-61% lift in response rates, generating an additional \$4-10M in revenue.
- Launched a new consumer-facing website and e-tail store.
- Reduced operating costs by \$500,000+ annually through disruptive efficiencies.

Creative Director/VP

priceline.com, Stamford, CT

1998 - 2001

- Key creative force behind brand identity and market value growth.
- Managed a team of 16 designers with a departmental budget of \$2M.
- Wrote, produced, directed and negotiated all media (OOH, radio, tv, web and print) featuring William Shatner.

KEY ACCOMPLISHMENTS

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 and Design

Digital Marketing and

Product Development

Mobile App UI and Web Design

Video/Audio Production

Team-building and Innovation

SOFTWARE PROFICIENCY

Adobe Creative Suite (PS, ID, AI)

Microsoft Office

Final Cut Pro

Shopify

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.

—Kosh, multi-Grammy award winner and creative director of the Beatles iconic albums, *Abbey Road* and *Let it Be*.

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

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

... 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.

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.