

# DJ CAREY

Creative Executive · Strategic Advisor · Founder

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## SUMMARY

Artist and innovator with 25 years of creative, technology, and executive leadership experience. Led the scale of a Marketing Agency from 30 to more than 400 across 7 offices in 4 countries over 5 years—through a \$150M sale. Cultivated the growth of a creative team from 6 to over 150 people to serve and embed in some of the world's most well-known tech companies. Experienced guiding companies from solopreneurs and SMBs to Fortune 100 companies from the Zoom room to the the boardroom.

## OFFERINGS

### Fractional Partner

Ongoing C-suite leadership delivered at the cadence your company needs.

### Strategic Consultant

Definition, scope, planning, execution, and delivery — brand, org, and ops.

### Founder & Executive Advisor

C-suite counseling — Crafting effective and scalable solutions for your most complicated challenges.

### Solopreneur & SMB Advisor

One-on-one development for leaders and visionaries looking to grow their business into larger spaces.

### Creator Advisor

Enterprise-grade strategy & execution for dreamers building important things they love and want to live on.

### Digital Product Advisor

Strategy, design, & execution — what to build, for whom, and how to deliver it to your customers.

### Business & Career Coach

Listening, understanding, guiding, and supporting — turning business questions into actionable plans.

### Course & Cohort Facilitator

Curriculum, design, and execution — converting your expertise into something you can leverage and sell.

### Public Speaker

Keynotes, workshops, and panels on leadership, innovation, culture at scale, and building things that last.

## PASSIONS & SKILLS

AI & Machine Learning · Art & Creative Expression · Brand Building & Identity Design · Business Strategy & Development · Comics & Sci-Fi · Community Building & Civic Engagement · Creative Operations · Creator Economy · Digital Product & Platform Design · Education & Knowledge Systems · Emerging Technology · Entrepreneurship & Organizational Design · DEI · Executive Leadership · Storytelling · Gaming & Interactive Experiences · Systems Architecture · Human Rights & Social Justice · Marketing · Organizational Design · Planetary Stewardship & Ecology · Ethics & Morality · Visual Design & User Experience · Writing & Content Creation

## EDUCATION

### Bachelor of Fine Arts

University of Massachusetts, Amherst

Concentration -- Computer Art / Digital Media  
Secondary -- Film Studies

## EXPERIENCE

### Founder & Principal

2020 - Present

Future Theory, LLC — San Francisco, CA

Independent advisory practice involving brand development, creative strategy, organizational design, and business growth. C-suite consulting through founder-level partnership with emphasis on AI-implementation strategy and human infrastructure.

### Chief Creative Officer

Sept 2015 - Jun 2020

Firewood Marketing — San Francisco, CA — Acquired by S4 Capital, 2019 · Sold for \$150M

Pioneered a hybrid agency model blending traditional services with deeply embedded strategic and operational teams to revolutionize how large tech companies market and expand their product footprint.

- Developed a global creative team from 30 to over 150 people across multiple disciplines in seven global offices.
- Influenced the company's human infrastructure — environmental design, HR and operational systems, & shared ownership models.
- Guided the expansion of new offerings in strategy, technology, and creative.
- Supported the MediaMonks / S4 Capital merger, including strategic positioning and transition planning

Clients: Google, LinkedIn, Meta, Salesforce, Airbnb, Pinterest, VMware, Cummins

Recognition: Ad Age Best Places to Work 2020 (#13, 200+) · #1 Largest Agency in Silicon Valle, SVBJ 2019  
#6 Adweek 100 Fastest Growing Agencies, 2019

### Vice President, Global Creative

Jan 2014 - Sep 2015

Epsilon — San Francisco, CA

Led the oversight and growth of a key line of business supporting Google's SMB Ads Program and other business units.

- Reorganized local teams, rebuilt internal relationships, and expanded into new territories
- Built and managed creative teams in Dublin and London

### Independent Creative & IxD Director

2011 - 2013

San Francisco, CA

Creative direction and product design leadership across agencies, brands, and technology companies.

- UX Design Lead, Zscaler enterprise customer portal — creative vision, cross-product style guide, restructured information architecture
- Creative Director, PureMatter — creative team leadership across web, interactive, and social

### Executive Creative Director

Mar 2010 - Apr 2011

iNDELIBLE — New York, NY

Directed a 25+ person multidisciplinary team at a boutique fashion, cosmetics, and experiential agency

- Led campaigns across print, broadcast, interactive, and social; won new business through pitches
- Held creative standards and team stability through significant internal volatility

### Senior Art Director

Mar 2006 - Mar 2010

Visual Goodness — New York, NY

Core creative at a small, technically ambitious studio producing award-winning work behind the curtain for major agencies and brands. Led teams across 3D, VFX, animation, and development while working hands-on across design, motion, editing, and front-end