

Jonathan Drew Cropper
30 Lincoln Plaza, New York, NY 10023
jon@futurlogic.com 917.806.0114

Summary

Jonathan Cropper is a highly respected Marketing and Branding Strategist, Executive Creative Director, and Media Futurist. Jon develops innovative, "future-logical" market opportunities for brands by combining: relentless cultural curiosity, pattern recognition, a global perspective, genuine empathy, consumer insight, idea synthesis skills, multicultural understanding, and storytelling excellence. Jon's core focus is in the luxury sector, where he has deep marketing and content creation experience. Jon has been a Senior Advisor to the leadership of Rolls-Royce, Four Seasons / TCS Private Jet Program, Credit Suisse Private Bank, Moët Hennessey, Condé Nast, Jaguar, and Ralph Lauren.

Experience

Futurlogic: Founder

Jan 2010 - Present

- An advanced, creative think tank, business development and branding studio, deeply committed to exploring the intersection of luxury marketing, advanced storytelling, and the future of media.
- Writer / Producer / Director of the world's first "tech-luxe", immersive theater experience in partnership with Rolls-Royce, Audemars Piguet and Havas Luxe.
- Co-Founded The Convergence Lab, a media think tank in collaboration with Caltech, exploring virtual and augmented reality, advanced visualization, futuristic storytelling and retail innovation.
- Created and launched a \$50 million technology, media & telecom (TMT) venture-capital fund for Credit Suisse Private Bank.
- Collaborated with leading Silicon Valley Venture Capitalist, Tim Draper, to create and launch a new Entrepreneurship School called *Draper University*.
- Developed global and cultural immersion experiences for the Four Seasons Private Jet Program.
- "Resident Futurist" at MediaStorm, the second largest independent media buying agency in the U.S.
- Developed numerous, non-traditional communications strategies for cable networks including MTV, Sundance, Ovation, Food Network, and Starz.
- Created the first co-branded Masters Degree, "*The MediaStorm Masters in Social Media and Mobile Marketing*", in partnership with the Lubin School of Business at Pace University, NYC.
- Originated and wrote the business plan and for Condé Nast's "*Teen Vogue Online Style School*".
- Authored an influential whitepaper, "*Journey: The Future of Lockheed Martin*" for its senior leadership.

BadBoy Worldwide Entertainment Group: Chief Marketing Officer

Jan 2007 - Sept 2009

- Managed a 15 person team and all communications and marketing for Sean "Diddy" Combs' collection of companies: Sean John Apparel, BadBoy Films, BadBoy Music, and BadBoy Events.
- Developed partnerships with:
 - Estee Lauder: launched "*Unforgivable*", #1 men's fragrance in the U.S. for two years.
 - Sprint: developed youth-themed MVNO concept in partnership with Shawn "Jay Z" Carter.
 - Diageo: Co-created the hugely successful turnaround strategy for Ciroc Vodka.
- Oversaw marketing campaigns by world-renowned photographers Peter Lindbergh and Michael Thompson.

Young & Rubicam Brands: Sr. Vice President / Executive Creative Director

Sept 2005 - Jan 2007

- Recruited by the global CEO to develop and deploy next-generation communications strategies.
- Led an advanced, emerging mobile media and communications think tank. Authored a prescient white paper (pre-iPhone launch) forecasting the rise of mobile communities and app marketplaces.
- Managed creative teams for Fortune 500 clients including Jaguar, ATT, Sony, and Vodafone.

Nissan North America: Senior Manager, Youth-Urban Communications **Feb 2002 - Aug 2005**

- Recruited by Nissan North America's CMO to create an internal group responsible for all aspects of Youth & Multicultural Marketing and strategic alliance formation for both the Nissan and Infiniti brands.
- Managed a 40 person team, \$100 million annual budget, and oversaw the production of 20+ national and regional multimedia marketing campaigns.
- Developed experimental retail programs with select dealers to help accelerate retail traffic.
- Launched a new advertising agency, True Agency, in partnership with TBWA / Chiat Day. In year #2, True Agency won an Effie Award and was recognized as one of the most effective and innovative marketing agencies in the industry.
- Performance metrics:
 - Nissan market-share in the U.S. African-American market grew from #4 to #1
 - Nissan market-share in the U.S. Hispanic market grew from #5 to #2
 - Average age of the Nissan customer came down from 50 to 44 yrs.
 - Infiniti sales to young urban professionals grew by 42%
 - Multicultural customer revenue share grew from 24% to 33%
- Acknowledged by trade publication, *Brandweek*, as the "Best Marketer Under 40 in America".

CMGi / iCast: Vice President, Marketing **July 1999 - Oct 2001**

- #4 hire at CMGi / iCast, a venture backed (\$100 million funded) video streaming company that was a precursor to YouTube.
- Responsible for shaping iCast's branding and project development pipeline.
- Served as liaison to the Hollywood community.

Time Warner / Quincy Jones Entertainment: Director, Project Development **July 1995 - Jan 1999**

- Recruited by cultural icon, Quincy Jones, to source and evaluate all multimedia opportunities and new business acquisitions, in partnership with Time Warner.
- Developed projects across motion pictures, television series, book and magazine publishing, digital media, and music publishing.
- Managed strategic partnerships including: CAA, Bell Atlantic (Verizon), Warner Bros., DC Comics, Time Inc. and Warner Music.

Viacom / MTV: Music Television: Manager, Business Development **Sept 1992 - Jun 1995**

- First executive accepted into MTV's "Advanced Leadership Development Program".
- Developed and implemented several MTV brand extensions including: MTV Films (Paramount Pictures), MTV Books (Simon & Schuster), MTV Home Entertainment (Sony Wonder), MTV Magazine, and MTV Licensing & Merchandising.
- Co-authored the business plans and conducted youth market research for MTV's expansion into Asia, Latin America, and South Africa.

Education

- BA in International Economics from the University of Pennsylvania

Personal

- Interests include: travel, immersive theater, digital art, cyber-security (*Suits & Spooks* Conference), collecting first edition magazines and model cars.
- Co-owner of Amalgam Fine Model Cars, the leading model carmaker in the world, Bristol, UK. Amalgam manufactures \$10,000 dollar model cars for Bugatti, Ferrari, Ralph Lauren, Aston Martin, Lamborghini, Pagani, McLaren, and numerous Formula One teams. Amalgam has a very extensive, global database of ultra-high-net-worth supercar owners and collectors.
- White papers and portfolio available at: joncropper.com