



John F. Estafanous

Founder & CEO @RallyBright, Digital Transformation and Startup Advisor

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I am currently Founder and CEO at RallyBright, a SaaS performance management platform that helps business leaders develop resilient, high-performance teams and people.

I also advise awesome companies built by great people.

Previously, I worked in agencies and my own start up as a Senior Digital Transformation & Marketing Executive advising blue-chip clients at the C-suite level on digital transformations that delivered business impact and accelerated digital marketing capabilities.

I have successfully developed, led and managed global leadership teams, launched intra/entrepreneurial initiatives, partnerships and digital transformations, as well as digital and social marketing strategies and campaigns for leading global brands.

OVERVIEW:

Consistent track record of shaping vision and strategy, establishing best practices, and building cohesive, purpose-driven teams to launch innovative global capabilities and products for consultancies and clients

- Recognized as a strategic intra/entrepreneur with proven success working with C-Suite constituents and global teams to develop and execute insight-driven consulting and technology solutions that are impactful and relevant to agency and client growth.
- Accomplished entrepreneur and Senior Digital Operations Executive with career marked by blue-chip client/agency experience driving business strategy, transformational growth and operational performance focused on digital transformation and digital marketing initiatives.
- Accessible leader skilled in building global collaborative and multi-company teams, executing vision against business objectives, and driving consistent best practice delivery across organizations.

Grew digital revenue 64% in past 3 years, 20%+ of global agency's total annual revenue.

Played key role in establishing cross-agency council to lead innovation and growth for global agency and holding company.

Transformed agency to drive focus on digital, social media, and content marketing.

AREAS OF EXPERTISE

- | | | |
|-----------------------------------|--|-------------------------------------|
| • Global Digital Transformation | • Strategic Business/Practice Planning | • Product Development & Marketing |
| • Social Business Transformation | • Strategic Partnerships & Alliances | • Operations & Governance |
| • Digital & Social Media Strategy | • Innovation Incubation & Development | • Sales & Marketing Leadership |
| • Content Marketing & Strategy | • Cross-Functional Team Leadership | • P&L, Fiscal & Corporate Oversight |

WORK HISTORY

02.2017 - PRESENT

Founder & CEO

RallyBright, Inc. - www.rallybright.com

As founder and ceo of RallyBright, I leverage my experience in product development, team leadership, technology and marketing to help drive our rapid growth.

RallyBright is a SaaS performance management platform that helps business leaders develop resilient, high-performance teams and people. We do this by integrating behavioral science and data with proven professional development products that are built based on work with hundreds of teams and thousands of professionals.

At RallyBright we're advancing the integration of professional development, coaching, and

performance management initiatives into one comprehensive solution. We help individuals and teams measure, diagnose and improve their performance.

Our flagship Resilient Teams product is firmly rooted in behavioral science and grew from decades of research with over 600 teams and on-site practice developing resilient leaders and teams at all stages of development.

2018 - PRESENT

● **Advisor**

coGlide - www.coglide.com

coGlide is AI powered lead generation technology perfect for companies that want to accelerate growth and achieve predictable revenue.

2017 - PRESENT

● **Advisor**

Office of Experience - www.officeofexperience.com

The Office of Experience (OX) is a digital transformation and experience design consultancy for the modern marketing age.

09.2009 - 10.2016

● **SVP and Senior Partner – Global Managing Director Digital, Social and Content**

Fleishman-Hillard, Inc. - Washington, DC

Promoted to direct global strategy, business growth, and operational, capability, and product development for firm's digital, social, and content marketing operations generating 20%+ of firm's annual revenue. Led strategy to identify and develop growth opportunities in digital, social, content, and social analytics. Advised C-level executives and global teams on digital/social business solutions by integrating traditional public relations, new media, content marketing, and digital marketing across all geographies, industry sectors, practice groups, and client relationships. Drove innovation, marketing, and thought leadership exposure for the firm as an Executive Sponsor for the development of products, packaged capabilities, best practices & methodologies, and go-to-market launch strategies.

Led digital, social and content marketing capabilities and product development, as well as a founding member of Omnicom Digital Council and member of FH Global Ethics Committee. Managed internal/external digital, data, technology, and vendor partnerships. Led corporate digital team and global team of regional digital leaders with a dotted line of more than 400 digital/social specialists worldwide.

- **Delivered 80% progression rate and 60%+ close rate** on new business opportunities by developing and launching new agency digital and social POV.
- **Built and led global, collaborative, and cohesive leadership team** across matrixed organization to champion digital, social and content marketing imperatives and priorities.
- **Drove more than 20% of firm revenue from nine regions and 45+ offices in 2015** by providing strategic management and support for global digital, social, and content leadership group and new business opportunities.
- **Created transparent view of digital organization's health, capabilities and opportunities** by establishing and managing strategic planning, financial, and staffing model complete with global digital plan and quarterly insight reports

05.2012 - 09.2015

● **SVP and Senior Partner – Global Director Digital and Social Integration**

Fleishman-Hillard, Inc. - Washington, DC

Appointed to manage global digital and social practice group, developing social media strategy and focusing global agency adoption of enterprise social media marketing and social business engagement. Spearheaded digital and social strategy, planning, and product development efforts across the agency. Developed and operationalized global digital and social strategies, capabilities, and teams across all regions. Founded and Chair Social Leadership Council (2013)

Promoted from SVP/Senior Partner Director of Digital Integration (2014)

- **Generated double-digit increase in digital and social revenue** substantially exceeding agency growth by launching global Content Marketing Practice, FH ContentWorks,

comprised of 17+ global content studios and integrated content marketing subsidiaries and by driving consistent agency focus on digital and social innovation.

- **Established global best practice capabilities and methodologies** for consistent social/digital product launch in every major market worldwide. Led global training in these refreshed social capabilities, packaged services, and products for 400+ digital/social specialists in 10 markets and more than 20 offices worldwide.
- **Captured and led execution of \$1M engagement** to launch Client's Content Marketing Hub in Singapore for APAC market, effectively establishing this regional content marketing command center and digital/social marketing center of excellence during Singapore office restructuring.
- **Played instrumental role in capturing Omnicom Group media wins with P&G and GSK** by forming and managing partnership with Omnicom agencies, Annalect and Resolution Media, to create and launch StoryConnect@Omnicom, a global content and paid media offering.
- **Won 2012 John Graham Award** (Chairman's Award for Excellence).

04.2009 - 05.2012

SVP and Partner – Director Digital Integration

Fleishman-Hillard, Inc. - Washington, DC

Promoted to partner with full management responsibility for digital strategy, operations, quarterly/annual planning, and practice marketing. Presented key digital and social initiatives to executive management committee as a committee member. Hired in 2009 to structure the digital practice and strategy through the development and execution of business planning, financial reporting, leadership development, analytics development, marketing, and new business operations.

Promoted from SVP/Director of Digital Growth and Operations (2011)

- **Recognized among top 1.5% of the agency** with 2011 appointment to the Senior Management Committee, an executive working group.
- **Led launch of four successful digital and social products** by establishing agency process to identify and rapidly bring to market scalable products for global development.
- **Ensured optimal global digital operations** by establishing Operations Working Group to manage utilization, financial performance, sales, and projects worldwide.
- **Championed reorganization of centralized digital research function** plus the development of global planning/analytics capabilities by developing digital business plan methodology and templates.

01.2006 - 03.2009

President of Technology Services and Chief Technology Officer (CTO)

WhittmanHart Interactive, Inc. - Chicago, IL, Bethesda, MD

Retained following the acquisition of Estco.net to serve on five-person executive team and participate in strategic planning, while leading the firm's technology practice. As executive liaison, drove revenue growth by acquiring new accounts, organic client growth, and managing all senior technology relationships with key client stakeholders. Built and led national/regional technology team of 45 direct reports located in six different U.S. markets to generate 25% of firm's total annual revenue. Managed \$15M annual P&L, IT vendor and partner relations, and IT systems.

Promoted from National Director/VP of Technology Services (2006) and EVP of Technology Services (2007).

- **As Executive Sponsor, spearheaded acquisition and growth of industry-leading clients**, such as: P&G, Mountain Dew, Sears, Toyota, Harley-Davidson, Swiss Army, St. Jude Children's Hospital, Cemex, Subway, Johnson & Johnson, Epson, Black & Decker.
- **Launched initial social media marketing efforts for key clients**, including campaigns for Mountain Dew, Sears, and P&G's fabric care network
- **Turned around technology practice from the firm's highest attrition rate at 30%+ to the lowest at 11%** by integrating staff from multiple acquisitions and restructuring the group into practice areas and centers of excellence, creating vision, standards, and a sense of purpose, and empowering team execution. Resulted in improved morale, productivity, and satisfaction.
- **Influenced M&A activity** by leading evaluation and board presentations for potential acquisitions in media and e-commerce markets.

05.1999 - 12.2005

President and Founder

Estco.net, LLC / Estco Medical - Bethesda, MD

Established digital marketing agency to provide interactive marketing and cloud-based software services to customers primarily in the medical industry. Led team of 10 direct reports.

- **Launched and grew agency** with consistent profitability and sustainability, positioning it for successful 2006 acquisition by Whittman-Hart Interactive, a national top 10 digital agency at the time.
- **Won business with blue chip life sciences customers** including GE Medical Systems, IBM Life Sciences, Medtronic, Phillips Medical, Bausch & Lomb, American Red Cross, and U.S. News and World Report.
- **Directed development of cloud-based marketing products** including a content management system; clinical research application; online focus group application; and online collaboration platform.
- **Created reseller channel for Estco's SaaS products** by forming partnerships with leading public relations firms including FleishmanHillard, Edelman, and McCann Erickson

SIMPLE INFOGRAPHICS

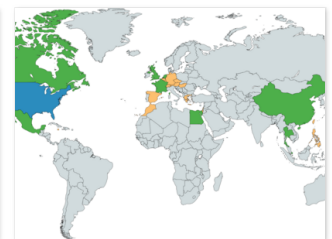
1. Clients I've worked with
2. LinkedIn recommendation WordCloud (as of 10.18.2016)
3. Places I've been



SELECT CLIENTS



LINKEDIN RECOMMEN...



PLACES I'VE WORKED ...

SELECT ACTIVATIONS

These are a couple of examples of activations around one of the products which I led the development, marketing and sales. The social media command center featured in these videos is a FleishmanHillard product (originally FH blackbox, now FH TrueIQ) that was developed in-house and in partnership with several technology partners.

FH TrueIQ serves as both an experiential command center as well as a web-based service, empowering clients to "make big data small" - delivering the art and science of deriving actionable insights from social media, traditional media, and conversations for brands, events and issues.

Subsequently we expanded this product's market and offering by partnering with other Omnicom agencies ([Resolution Media](#) and [Annalect](#)) to create the [StoryConnect@Omnicom](#) offering in 2015. StoryConnect is designed to drive the creation & measurement of "data-driven content that performs".

StoryConnect has played an instrumental role in several recent key, high-profile Omnicom Media new client wins.

The evolving platform was featured as the official command center for CES in 2014 & 2015, at SXSW from 2013-2015, Cannes in 2015 (as StoryConnect), and Most Contagious in 2013.



CES COMMAND CENTE...



STORYCONNECT@OMN...



STORYCONNECT@CAN...



SXSW 2015



MOST CONTAGIOUS, L...

EDUCATION

- **Juris Doctorate**
Georgetown University Law Center
- **Bachelor of Arts in Literature**
American University
- **Bachelor of Arts in Law & Society**
American University

UNOFFICIAL SKILLS & INTERESTS

AMATEUR HOME THEATER DESIGNER & BUILDER

Met a guy on the internet and we built a home theater together - check out the [detailed build thread](#).

AMATEUR NETWORK ENGINEER

I firmly believe in hard-wiring for broadband and data as much as possible.

AMATEUR LANDSCAPE ARCHITECT

Google SketchUp can be a dangerous tool both inside and out.

LUCKY FATHER OF TWO AWESOME KIDS

Because what else is more important in life (or is more deserving of constant development)?

AMATEUR SMARTHOME INTEGRATOR

As a lover many automated things, I'm attempting to bring the IOT and conversational AI into my life so I can live in a Star Trek world.

AMATEUR CONSTRUCTION WORKER

Basic competency with power tools and handyman activities (see Home Theater skill).

HISTORICAL FICTION BUFF

Learning from the past in a storytelling kind of way.