
MICHAEL A. BUCZKOWSKI

PROFILE

A digitally savvy executive with a record of success with Fortune 100 corporations, top agencies and as an entrepreneur. A growth-focused leader with deep experience in creating and motivating high performing teams that deliver better than planned results.

CAREER HIGHLIGHTS

- First Chief Marketing Officer at UCLA
- Founder of a digital agency that grew to a Top 100 agency
- Global experience with Coca-Cola, McDonald's, Visa, 7-Eleven, Leo Burnett and UCLA
- Extensive CPG and Financial experience with P&G, Kellogg's, Capital One and US Bank
- Proven results with new product development with Coca-Cola, McDonald's and 7-Eleven
- Extensive digital marketing experience successfully building multiple MarTech stacks

EXPERIENCE

CEO, THE MAB GROUP; CHICAGO, IL. – 2018-PRESENT

Created marketing consultancy to enable marketers to model data to create and publish true 1:1 personalized marketing. Support includes predictive modeling, MarTech stack build and roadmap for publishing personalized content at scale. Clients have included leading agencies and marketers such as MillerCoors, Walmart and Mead-Johnson.

CHIEF MARKETING OFFICER, UCLA; LOS ANGELES, CA. – 2016-2018

Recruited to create an integrated digital marketing ecosystem. Deployed a methodology that combined modeling of market opportunity, audience segmentation and predictive big data analytics with attribution and marketing mix modeling. Architected a new MarTech stack fueled by data delivering personalization throughout the purchase journey. Results were increased sales and profit from better prospect targeting that drove more quality traffic and enhanced user experience.

FOUNDER & CEO, DIGIT INTEGRATION; CHICAGO, IL. – 2013-2016

Founded Digit as an agency for the always-on, hyper-connected social world. Launched Eastman Outdoors integrated digital marketing operating model that included an e-store, banner ads and email campaign targeting and reaching millions of hunters.

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FOUNDER & CEO, IGNITION NETWORK; CHICAGO, IL. – 2008-2013

Built Ignition Network into a Top 100 US digital agency. Created “Instant Ignition” proprietary marketing technology platform. Visa, Capital One, US Bank, Bank of America, Coca-Cola and MillerCoors utilized the MarTech platform to deliver their digital marketing programs. Visa activated Instant Ignition globally to communicate and market with banks.

EVP, LEO BURNETT; CHICAGO, IL. – 2003-2008

Member of executive team and responsible for two units, Asterisk (CEO) and Frankel Chicago (President). Responsible for a P&L of \$100 million and provided leadership to over 150 associates. Clients included P&G, United Airlines, Diageo and Coca-Cola.

EVP, FCB; CHICAGO, IL. – 2000-2003

Responsible for a P&L of almost \$75 million and provided leadership to over 120 associates. Specifically recruited to win the Burger King new business pitch. Burger King became the largest and most profitable account at the agency.

VP, CYRK/SIMON MARKETING; ATLANTA, GA. – 1999-2000

Recruited to open new Atlanta office and to win new business. Won the Coca-Cola shopper marketing account, including Walmart, Safeway, and Target, among others.

MARKETING DIRECTOR, THE COCA-COLA COMPANY; ATLANTA, GA. – 1990-1999

Responsible for the McDonald's and 7-Eleven accounts' global marketing. Grew incremental revenue to over \$25 million. Performed over \$1million of global quantitative research. Introduced new products creating 25% incremental growth.

PRODUCT MARKETING, AT&T; DETROIT, MI. – 1989-1990

Responsible for growing \$250 million of advertising sales, translating to a 25% increase.

BRAND MANAGEMENT, THE STROH BREWERY; DETROIT, MI. – 1983-1989

Original member of the Sundance Juice Sparkler brand development and launch team. Sundance was the segment leader within three years, seven times larger than Snapple.

EDUCATION

UNIVERSITY OF TOLEDO – BBA, MARKETING, 1983

UNIVERSITY OF MICHIGAN – STRATEGIC MARKETING & FINANCE, 1986

UNIVERSITY OF NOTRE DAME – EXECUTIVE INTEGRAL LEADERSHIP, 2004

UNIVERSITY OF CHICAGO GRAHAM SCHOOL, INSTRUCTOR/SPEAKER, 2008-2016