



# MIKE DORY

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## SUMMARY

I am an experienced creative technologist and engineering leader with a passion for building and leading world-class teams to do exceptional work, solve complex problems, and deliver industry-leading solutions. I am equally at home driving vision and strategy as I am rolling my sleeves up with the team, bringing design, research, and technical capabilities together, and building environments where they can collaborate and excel. My mission is to inspire and guide teams to build great things with and for great people.

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## EXPERIENCE

### *Creative Tech Lead, Google (via Adecco)*

New York, NY — December 2016 - Present

As a Creative Tech Lead, I incubate, prototype, and develop ideas and integrations for Google's hardware products and services in partnership with the hardware marketing team.

### *Managing Director of Technology, KBS | Spies & Assassins*

Promoted from Executive Director of Technology, October 2014  
New York, NY — October 2012 - December 2016

As the Managing Director of Technology, I led the agency's creative technology efforts, overseeing the user experience, product development, engineering, and technical production departments. I drove thought leadership throughout the team's work, fostered design thinking, cross-team creative collaboration, and managed client relationships, new business efforts, and internal IP projects.

### Accomplishments

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## EDUCATION

### **New York University** — MPS

Interactive Telecommunications  
Program (ITP), 2008

*Wasserman Scholarship recipient*

### **Rutgers University** — BA

Journalism, 2003

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## SKILLS

- ❖ Team development, skill growth, and individual mentorship
- ❖ Public speaking, community building, and thought leadership
- ❖ Technology and product development methodologies, including Agile/Scrum, Kanban, and modified Waterfall practices
- ❖ UI development patterns and technologies (HTML5, CSS3, JS), frameworks (Polymer), and prototyping platforms (Invision/P5.js)
- ❖ Platform development patterns and technologies, including Python (Django/Tornado),



- Built and led a world-class global enterprise technology team, growing the group by 120%, ultimately responsible for over \$10mm in annual revenue.
- Oversaw the creative technology group, a 50+ team of UI and platform developers, UX designers, technical producers, and product managers, managing five director-level reports.
- Developed new agency capabilities (DevOps, QA), and grew expertise in new technology platforms (Python/Django, C#/Sitecore, Java/AEM, and others).
- Drove the launch and management of the next evolution of the award-winning BMWUSA web platform, winning J.D. Power & Associates's #1 Auto maker website in 2015.
- Led new business efforts for the creative technology practice, winning significant engagements with The Hershey Company, Google, HomeGoods, and Windstream (telco).

***Co-Founder & CTO, Socialbomb (acquired by Refinery 29)***  
Brooklyn, NY — June 2008 - August 2012

Co-founded the company, and led its technology and operations capabilities. Oversaw the development, launch, and maintenance of apps, games, and platforms for the world's most innovative brands, including Red Bull, HBO, and BBC America.

#### **Accomplishments**

- Secured institutional and venture funding, including a grant from NYU Stern and investments from First Round Capital and David S. Rose (of the New York Angels).
- Built platforms, applications, and experiences for brands and agencies, including the Mugshot Yourself face morphing app, the location-based gaming platform Red Bull Mission Control, and the second-screen pioneer True Blood Live Feed.
- Built an engineering team from the ground up, establishing programs and processes for everything from code management and automated deployments to mentorship and public speaking.

***Adjunct Professor, NYU***  
New York, NY — 2008 - Present

Teach graduate classes, including Communications Lab (Fall 2009), Dynamic Web Development (Spring 2014), and Design Expo (with

Node.js (Express), Ruby (Rails/Sinatra), and PHP (Wordpress)

- ❖ Hardware prototyping frameworks and tools (Arduino, Particle, Raspberry Pi)

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## **AWARDS AND PUBLICATIONS**

**J.D. Power – #1 Auto maker website (2015)**, BMWUSA.com (with KBS)

**One Show – Automobile Advertising of the Year Award (2014)**, BMW i Window into the Near Future (with KBS)

**One Show Interactive — Merit: Data and Human Experience (2014)**, BMW The Electronaut Effect (with KBS)

**CLIO Sports: Grand (2014)**, Dick's Sporting Goods Sports Matter (with KBS, Anomaly, GOOD)

**Introduction to Tornado (2012)**, O'Reilly Media (with Berg and Parrish)

**CLIO – Special Award: Facebook Integrated Media (2011)**, HBO True Blood Live Feed (with Socialbomb, BBDO)



Microsoft Research, Spring 2016). Speak at a variety of student and alumni events, and serving as both a guest lecturer and critic for classes.

**Previously:** Resident Researcher at NYU ITP, R&D at Unified Field, Mentor at Vision Education & Media, Account Executive at Text 100

