**Ivan Reel**

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Online CV and Portfolio are available at **[www.ivanreel.com](http://www.ivanreel.com/)**

**Career Summary**

Sony, Imagine, Apple, New York Rangers, Liverpool FC, Philadelphia Eagles, U.S. Army at WestPoint, Australia Cricket, Ireland, and Wales Rugby and many more. During my 20+ years of Marketing, Advertising, Product Management, Product Training, Sales and Consulting, I have had a profound impact on top-name brands whether they were a client or an employer. The firms mentioned are in my career history by design. Extremely knowledgeable in Public Relations and Product Development, companies recognize my unique area of expertise and the innovative business skills I bring to the conversation about developing and implementing exceptional marketing plans. I was excited to be part of each team. I achieved a wide variety of marketing and product management objectives for each company while keeping the user experience top of mind. Globally, there are very few Sales Associates, Product Managers, Marketers, Trainers or Entrepreneurs who can A-list such a diverse group of top-name brands in the fabric of their portfolio.

**Philosophy/Objectives**

A spark of inspiration layered with creativity drives my strong skill set and is the basis of my professional experience. This foundation is an asset for accomplishing a company’s sales, marketing, advertising technical and training goals.

Embodied in that philosophy is this speaking engagement at DeGroote School of Business - “Digital Leadership Summit” [**https://youtu.be/g9Yc7Px4QsA**](https://youtu.be/g9Yc7Px4QsA)

**Skills & Abilities**

POPM / SAFE4 Lean Certified as well as acquiring a diverse media and design skill set through education and work experience over 20+ years has clearly defined my competencies and given me the opportunity to develop a flair for entrepreneurial focus and direction. I am incredibly proud of the knowledge and achievements I have accumulated along the way and fortunate to have the support of many colleagues to become a professional in my field.  
  
Recently, I have added a multitude of Visual design, 3D and Game Engine composite skills. They are NUKEX, UNREAL ENGINE, MAYA and more. I am at an intermediate to advanced levels of capability in the pipeline of production and in studio.

**UX/UI Visual Design – “If you are not doing research then you are not doing UX”** Career and Entrepreneurial success largely depend on strong communication skills. It is one reason I leveraged my design plus research abilities at the beginning of my career. I have had many opportunities to lead teams to create innovative ways to deliver product and new technologies that stand out from the pack. Creation of powerful interfaces is fundamental to a products success and critical for communication. Currently accrediting at the UXinstitute.com

**Media, PR & Training** – I have thrived on presenting and engaging my audience and customer in all the roles I have held. I have always gravitated towards avenues where I can deliver product information directly to people interested in learning more about a broadcast piece for recent developments, a PR piece for Apple or a version of me as the trainer to broadcast solutions at Sony. It has always been an area I have enjoyed immensely.

**Marketing & Product Development** – Taking a product to market is not an easy task. Successful campaigns rely on researching markets, developing a product’s look and feel, setting programs for the product or service, then managing the lifecycle. This process is a constant, weekly exercise regardless of whether it was my own company, Apple or Sony. To keep the team energized, I brought dedication and passion to each project and helped inspire unique and innovative ways to tackle marketing and product management goals and strategies. Without this type of direction, a team is almost guaranteed certain failure before the product even has a chance.

**An Understanding of IT Technologies and Development** – All of my career roles have provided ways for me to learn new IT developments and networking knowledge. A technical aptitude in hardware and software has been influential in my long-term career objectives. It has created a solid foundation for me to be instrumental in creating and managing new product initiatives, developing product messaging, and leading exceptionally talented Developers, Designers and Engineers.

**Product Build and Go To Market - myplayXplay™** – From an idea to reality. The development and execution of my App has been the most significant UI/UX achievement in my career. With all the skills and experience I accumulated over the years using design tools in Adobe CS, Adobe XD, I could translate my imagination into a format that could deliver the flow of the App efficiently and quickly to my developer team to bring myplayXplay™ to life. It made a powerful impact on how sports teams and coaches, surgeons and medical teams fine-tune their strategies live and, in the moment, play by play, step by step.

**Experience**

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| **Global Product Line Manager, Playout & Networking – Imagine Communications Inc.** | Feb 2019 – April 2020 |
| Helped identify a $200 Million TAM addressable marketplace when positioning overlapping broadcast sectors. It was to aid in understanding the market declines in each category of broadcast and where the relevancy of the product truly had value with segmented customer targets. this then also aided in tapping an additional potential $50 million pull-through revenue stream for the existing product lineup.  Assessed and scoped needs and requirements developing a software toolset for ST2110/2022, in addition to common IP flows, for Telemetry measurement and management. It was a browser-based FULL STACK development. I was key UX/UI design and Product Manager on the Agile team. The tool allowed for Source/Destination management of signal flows and all hops in between for a global broadcast customer base. I also began discovery on CLOUD integrations that pertain to broadcast flows and playout conditions.  My greatest achievement and strengths were managing key strategic global OEM relationships with software vendors and suppliers of technologies key to Imagine for routing in IP Fabric and Management of video signaling through the network and to playout servers.  Continuous customer management and engagement for large installations, such as SkySports, ESPN, Multichoice with a focus on current and future pipeline of development needs for Master Control and Playout. |  |
| **CTO, PRINCIPAL – Avoca Applications Solutions (myplayXplay)** | 2007 – 2018 |
| Building myplayXplay™ from inception to execution – a professional sports video replay iOS App on iPad. Acquired International and Professional Coaches in multiple Pro Sports verticals as customers. To name a few examples:  · New York Rangers  · Ireland and Wales Rugby, Liverpool FC  · Australia Cricket ... + + + |
| **CTO, PRINCIPAL – Avoca Technologies Inc.** | 2007 – 2018 |
| Ongoing management of Avoca Branded Products with multiple China Factory visits for product procurement. Creating year-over-year product concepts for “go to market” mobile strategies. Successfully built and executed:   * TELUS support desk Database tool for handsets. * WEB, Mobile and Desktop App for TELUS catalogue. * BlackBerry Video App for Phone Bar in Retail store *“First Touch”* Analytics deployed across Global Retail BB channels.     Click on [**www.ivanreel.com**](http://www.ivanreel.com/) for more marketing initiatives. |
| **Senior Product Manager – Sony, Broadcast and Professional** | 2001 – 2007 |
| Managed all Camera Product Lines, Budgets and Marketing (HDCAM, XCAM, DXC Studio and HDC Studio, Pro Sumer Handheld). Addressed all Tender Processes with the team for CBC, CTV, CityTV, et al.   * Created special quantity and bundle options increasing sales to Dealers and Independents. * Worked together with Engineering teams on Studio and OB truck builds. * Executed Deal Desk Management on Special Pricing considerations to offset CAD $  (+/-) and large US discount houses. * Participated in multiple Strategic Product Planning Factory Meetings in Japan. |
| **Product Manager and PR – Apple Canada** | 1999 – 2001 |
| Managed and promoted all Macintosh Product Lines for country while developing and maintaining Budgets and Forecasts.   * Managed Apple Canada Product and third-party product WEB store. * Launched iPod, Candy iMac Colours (Rip/Mix/Burn), Final Cut Pro. * Directed all Media Relations and PR. |
| **Creative Director and National Trainer – Sony Canada** | 1996 – 1999 |
| Design and execute Creative and Go to Market Planning for all Marketing Directors and National Sales Teams. Creative Lead for technical brochures, binders, POP, catalogues, sales presentations, photo shoots, ad material, building campaigns, plus:   * Liaison for agency discussions regarding planning and executing large continental and global campaigns. * Manage floor-lining preparation and training. * Designed and built all Training Seminars for National Retail Chains and Dealer Networks for Future Shop, Best Buy, Sears etc. * Participated in National Retail and Dealer oriented shows and sales meetings. |  |

**Communication**

Click on [**www.ivanreel.com**](http://www.ivanreel.com/) for full video sequences of PR and media appearances on Sky and BT.

**Leadership**

Collaborated with Canadian Hearts and Hands Charitable Organization building homes and schools for poverty-stricken regions in Mexico. Assisted with fund-raising and message intent to create marketing and communications videos, web, and brochure material. Most notably led a CPU Hardware Donation Campaign to support computing in environments with no curriculum.

**Education  
Toronto Film School** - Visual Effects Program for Film and Television production.

**UXinstitute.com** - UX/UI Associate Degree

**Memorial University, Newfoundland** – Undergraduate studies in English Literature and Psychology

**CALC –** High School Grade 13 OAC Graduation Year

**Brebeuf College School, Ontario** – High school

**Extracurricular Interests**

The Arts – Theatre, Literature, Film

Direct, hands-on activities involving photography, writing, coach paradigms, life philosophies.