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EXECUTIVE SUMMARY

A creative strategic product leader with a track record for leading teams, products and businesses to repeated wins. Working across mediums including - interactive, games, television and feature films. With a lengthy track record and reputation for being a change agent inspiring cross-functional teams and fostering the best and brightest talent. Known for being that rare alchemist of people, product and process that consistently brings great ideas to fruition.

SELECTED ACCOMPLISHMENTS

- Head of Production & Product Management / Executive Producer of Disney's *Club Penguin* largest MMO for kids with over 150 million users, 250+ global multi discipline team and 350 discrete annual product launches.
- Led international expansion of Disney's *Club Penguin* into EMEA and LATAM within two-year period tripling the membership base
- For HMH (Houghton Mifflin Harcourt) Consulted on direct to consumer subscription business model and educational software development. Producing online and mobile *Go Math Academy* online and *Go Math Go* mobile and *Curious World* mobile app.
- At International Keystone built and managed one of the first fully integrated award-winning digital post studios for film and television in Vancouver leading 100+ award winning product management and creative professionals
- Produced award winning TV shows and films garnering 200+ studio collection of Genies, Gemini's and Leo awards

PROFESSIONAL HISTORY

Ocean Wise Conservation Organization / Ocean.org
Director of Digital Experience – Vancouver

July 2017 to Present

Providing digital content strategy and production expertise to Ocean Wise Conservation Organization inclusive of the Vancouver Aquarium, Ocean Wise Seafood, Ocean Wise Education, Ocean Wise Research, Marine Mammal Rescue and Great Canadian Shoreline Cleanup brands.

- Growing brand, engagement and visitor experience across web, video and interactive digital touchpoints.
- Production management and creative direction of original video production for social channels, exhibits and television.
- Development of an integrated customer experience across brand web and mobile touchpoints
- Studio management of the Ocean Wise Content Studio - Providing best in class web and video production services to multiple departments [education, research, exhibits, marketing and communications] as well as external client across digital touch points and social channels.

Giddy Digital, Founder & President - New York/Vancouver

July 2013 to Present

Digital media experience design consultancy with a focus on digital transformation and customer centric experience. Working with leaders and teams to identify key problems and opportunities that motivate change bringing great ideas to fruition.

- Offering expertise in digital customer centric innovation

- Defining value creation and digital transformation strategy
- Providing production management and creative consultancy content creation and design for cross platform digital products. With a specialty in web and mobile design
- Developing Business consultancy for subscription models for entertainment and edutainment businesses.
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Clients include Activation Media, Starbreeze Studios, Kumu Agency, Houghton Mifflin Harcourt and Story Cake, Ocean Wise conservation association / Vancouver Aquarium.

Scholastic Media, General Manager – New York

2012 to 2013

Led digital media and interactive strategic and production consumer initiatives. Defining new product development and consumer models. With a focus on product development of SCH brand cross-platform online and mobile experience.

- Key owner of P&L leading digital new product development, marketing and brand development.
- Leveraged digital assets and products from original SCH brands including Goosebumps, Clifford the big red dog and Magic School Bus

Disney Online Studios

Director of Production & Executive Producer – Club Penguin – Kelowna BC

Canada

2008 to 2012

Executive Producer of the #1 virtual world for kids. Leading product, marketing, social and global. Managed a team of over 200 across 4 locations including Brighton, Buenos Aires, Sao Paolo, Kelowna and Vancouver.

- Launched Club Penguin into globally into UK, Spain, France, Germany and LATAM countries including Brazil, Argentina, Mexico within two years.
- Managed and hired exceptional teams to accommodate explosive growth from 60+ to 200+ individuals / 70 to 150 million players
- Oversaw and developed product management, project management, player insights and creative processes for studio teams. Incorporating a unique set of best practices of broadcast, gaming and software development.
- Produced mobile and platform extensions launching Club Penguin Products included Club Penguin Puffle Launch App, which became the top 10 app in the appstore, The Club Penguin Elite Penguin DC sold 1.5 million copies in 15 months and won the Elan award for best handheld game 2009.
- Produced animation and short films for Youtube including the 2.2 million views “Never Wake a Sleeping Sensei” and “Puffle Trouble” starring Hubert P Bear
- Collaborations with Disney Channel, Pixar, Disney Consumer Products, Disney Publishing, Disney Parks to grow and develop Club Penguin brand and franchise

Cascadura Films, Founder & President – Vancouver

2005 to 2008

Created a niche post-production service with a focus on global Canadian co-productions. Developed award-winning global technical and creative production teams. Successfully created a niche business between Vancouver and UK, resulting in award-winning productions including Da Vinci City Hall.

- Directly led global post-production supervision with a team of 60+ creative and production professionals.
- Managed pipeline of 3 series and 4 features.
- Led business and client development within local and international markets.

Int. Keystone Entertainment, Director of Operations – Vancouver

2000-2005

Managed 60+ staff at an integrated film production company. Responsible for overall operations, office and facility including sales and marketing of facility services. Was promoted into this role in 2003. Previously was the Western Post Manager in charge of 40+ technical and creative staff and contractors

- Client management
- Post and Sound post production supervision
- Realized a 50% growth in revenue.

EDUCATION

Bachelor of Fine Arts (Film and Video) – Emily Carr Institute of Art and Design, Vancouver, BC

Bachelor of Science (Biology) – University of Winnipeg

Project Management Certificate – University of British Columbia

AWARDS & KEYNOTES

Received six Gemini and Leo Nominations for sound culminating in winning the Leo Award for Best Overall Sound – A Feeling Called Glory.

Speaker GDC Online 2011 – “150 Million Penguins Can’t be Wrong – Managing the virtual world community” / Kid Screen Summit 2011 – “Virtual World Case Study: Club Penguin.”