

MAX LENDERMAN

Creative & Marketing Leader
www.maxlenderman.com

PROFESSIONAL ACTIVITIES

Founder: The Experts, a Web3-powered DAO for experiential marketing experts (www.experts.xyz)

Publisher: Experiential marketing 'zine called The Experientialists (www.experientialists.xyz)

Mentor: Canopy Ventures, NatchCom, Boulder Digital Works, Denver Ad School, CU Leeds

Director: Senior Leadership Team Member at Project: Worldwide

Awards: Cannes Lion; ONE Show; ADDY; Effie Award; Ex Award; Promos; MAA Awards

Judging: 6X Effie North America Finals, United Adworkers Awards, Ad Club

RELEVANT INFORMATION

United States Peace Corps Volunteer, Chad, Africa (1994-1996)

Fluency in French and Russian

Former business and marketing journalist

CONTACT



720-775-9061



maxlenderman@gmail.com



[linkedin.com/in/maxlenderman](https://www.linkedin.com/in/maxlenderman)

OVERVIEW

- A pioneering expert on purpose-led brand growth, integrated experiential marketing and conscious creativity
- Chief Executive Officer, Chief Creative Officer and Chief Marketing Officer with leadership roles and P/L responsibilities within global agency networks and brands
- DAO founder and Web3 strategist; "Into the Metaverse" columnist for Campaign Magazine
- Author of two award-winning business books translated into five languages
- Adjunct professor of marketing at University of Colorado; member of Adweek Academic Council
- Business speaker and panelist represented by Gravity Speakers

EXPERIENCE

FOUNDER

MUDFARM VENTURES | June 2020 –

- Founded a boutique venture capital firm and consultancy for pre-revenue and early-stage visionaries who are disrupting highly trending categories in Web3, spirits and "experience economy" services
- Launched: Lykke (non-alcoholic craft cocktail RTD), Platinum Balloon (Web3 brand consultancy), The Experts (DAO for experiential marketing), AT Club (a Soho House for Web3)
- Consulted: Gallup, Ball Corporation, GoPuff, Nice Recovery Systems, Superfly, Playboy, Petco

CHIEF MARKETING OFFICER

SPIRITS INVESTMENT PARTNERS | December 2019 – May 2020 (COVID Impacted)

- Directed planning and execution of all marketing, communications and brand experience strategy for a \$250M portfolio of spirits brands, including Heaven's Door Distillery with Bob Dylan
- Led all go-to-market strategy, product development and vendor selection to launch an ultra-premium whiskey with Playboy Enterprises in China
- Managed the innovation pipeline to acquire and relaunched a New Zealand brand called Stolen as a younger, urban RTD cocktail brand in the US

CHIEF EXECUTIVE OFFICER / CHIEF CREATIVE OFFICER

SCHOOL (PROJECT WORLDWIDE) | May 2013 – November 2019

- Founded (and sold) a pioneering creative consultancy specializing in purpose-led strategy and business transformation for Fortune 100 brands and leading global non-profits
- Grew the business to profitability in its first year and drove profitable growth for seven consecutive years across three offices
- Established a vibrant internal culture of risk-taking, learning and empathy for more than 200 employees, interns and freelancers
- Drove collaboration across holding company agencies, aligning key stakeholders for transformative internal DEI and sustainability initiatives

CHIEF CREATIVE OFFICER

THE ARSENAL GROUP (MDC PARTNERS) | April 2011 – May 2013

- Directed over 20 separate groups and business units for select MDC agencies: TEAM Enterprises, KBS+, Doner, Anomaly and Crispin, Porter+Bogusky
- Led multi-team pitches that amounted to over \$40M in net new business over 2 years
- Built team cultures and hybrid models to evoke and reward groundbreaking creativity and fearlessness, delivering countless industry awards and earned media for the agencies

DIRECTOR OF OUTERACTIVE

CRISPIN PORTER + BOGUSKY (MDC PARTNERS) | January 2010 – April 2011

- Founded the agency's global experiential marketing practice, building a team of 60+ creative directors, producers, technologists and UX designers in four global offices
- Directed all experience-based and live production creative on award-winning campaigns and numerous new business wins, including Microsoft, Diageo and Kraft
- Appointed director of experiential at the holding company for all experiential campaigns and pitches for other agencies in the network

EXECUTIVE CREATIVE DIRECTOR

GMR (OMNICOM) | August 2005 – January 2010

- Led creative output for the world's largest experiential marketing agency across six global offices and 100+ direct reports
- Creative lead for two of the most successful brand launches of all time: Axe (Unilever) and 5 Gum (Wrigley)