

# JACQUELINE WALLACE, PhD

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## Vice President | Partner | Director

Jacqueline Wallace is an senior leader, strategist, and consultant with two decades of experience in bringing bold ideas and new businesses to market. She's led the growth and exits of multiple creative industries start-ups—most notably, building Veer Inc. from inception through acquisition by Bill Gates-owned Corbis Corporation. Her formidable mix of business management, CX and creative strategy, and rigorous research expertise set her apart. She is a purpose-driven leader of interdisciplinary teams whose focus is to innovate new products, services, brand experiences, and business models. From start-ups to scale-ups, to working with clients to design new accessible web technologies, future-ready educational programs for a changing economy, or intrepid new lines of business, brands and product categories, Jacqueline delivers growth as an adept thought leader and market maker able to manage complexity, understand customer motivations, and transform insights from big ideas to real life impact.

## Areas of Expertise

\*Creative Strategy \* Business Management \* Leadership \* CX and Digital Strategy \*  
\*Branding \* Client Accounts \* Trends Analysis \* Consumer Behaviour\* Planning & Forecasting  
\*Thought Leadership \* Human-centered Design \* Agile \* Entrepreneurship \* Mentorship

## Professional Experience

2014-present

**Partner & Consultant**  
**MAT3RIAL // Montreal**

I partner with C-suite executives and senior leaders to solve their most complex strategic problems. Using a mix of human-centered design, entrepreneurial methods, and creative strategy, I drive impact and help organizations identify opportunities to capitalize on market disruptions, emerging tech, and new possibilities for service and experience design.

Select client work:

\* Lead creative strategy and identity development for new interdisciplinary research centre in digital arts, culture, and technology. Co-lab with *Wired Magazine* Creative Director  
\* Provide strategic management as Interim Executive Director of FUSION, a pan-Canadian innovation network for future skills development based on behavioural science

- \* Research, inventory, and analyze ecosystem of creative hubs and innovation districts as commissioned report to federal ministry. Advise on policy on the Creative Canada Framework
- \* Advise on revenue diversification, digital strategy, social media programming, and new services to achieve a managed expansion for client in the creative industries
- \* Lead execution of 5 year grant on accessibility and inclusive design for client in higher education, including micro learning modules, accessibility audits of technology, knowledge exchange forum and capacity-building to shift internal culture
- \* Develop strategic international business expansion for client in creative industries with sound business case analysis, market analysis, and new product roadmap

2010-2013                    **Co-Founder & Partner**  
**All Beef Media // Montreal**

- \* Raised capital and led business planning to launch boutique social media management agency
- \* Awarded seed funding from *La Fondation Montréal INC* for remarkable young entrepreneurs
- \* Managed operating team, P&L, legal and employment contracts, brand and marketing
- \* Created strategic social media strategy for national and international clients in beauty, fashion/retail and food/beverage verticals; doubling revenue year-over-year
- \* Clients include: L'Oréal Canada, Moroccanoil, Suzy Shier, BeaverTails, Le Château and more

2007-2009                    **Vice President, Global Brands & Web Platforms**  
**Corbis Corporation // Calgary, Seattle, NYC**

- \* Member of global management team; leader and coach to team of 30+ employees
- \* Responsible for major change management and reorganization project post-acquisition
- \* Redefined global creative strategy and brand architecture for network of four distinct brands
- \* Managed cross-functional team of Creative Directors, Strategist, Marketers, and Analytics
- \* Led web strategy, roadmaps and global user experience teams for corbis.com and veer.com
- \* Managed usability, interaction design, web production and localization teams
- \* Managed corporate communications team, social media and investor relations teams
- \* Responsible for strategic planning, forecasting, KPI management, and brand assets
- \* Managed annual operating budget of \$5M USD

2002-2007                    **Co-Founder & Vice President, International (exit)**  
**Veer Inc. // Berlin, London, Calgary**

- \* Executive responsible for Veer's international expansion and revenue diversification strategy
- \* Founded Veer Europe GmbH (*Prokura*) in Berlin, Germany
- \* Accountable for multi-year international growth strategy, P&L, customer acquisition targets

- \* Managed cross-functional team of marketing, operations, channel, design and user experience, sales, and financial professionals in Berlin, London, and Calgary
- \* Conceived global-local creative strategies, including print, web, social, events, brand extensions, and the localization of all communications and web sites
- \* Built and managed international channel team responsible for 25% of global revenue
- \* Accountable for all planning, budgeting, KPIs, legal contracts, and recruitment, training and coaching of 25 employees
- \* Negotiated revenue-sharing and distribution agreements, including major partnerships with competitors that required carefully planned risk mitigation strategies

1999-2001                    **Director, Strategic Alliances & Communications (exit)**  
**EyeWire, Inc. // Calgary, Seattle**

- \* Established brand, PR, marketing and product alliances with partners in the design industry
- \* Supported integration of acquired company, including digital assets and CRM database
- \* Managed affiliate and advertising programs; identified thought-leaders and evangelists
- \* Negotiated terms, drafted co-marketing and cross-brand agreements

## Education

2014    PhD, Communication and Media Studies  
 Concordia University

2002    MA, Communication  
 University of Calgary

1998    BA (Hons) French and German Language, Literature and Linguistics  
 University of Alberta

## Awards

Webby Awards • SXSW •  
 Print Design Awards • Type  
 Directors Club • Communication Arts •  
 Canada's Top 100 Employers – Maclean's  
 HOW Design Awards • Best Young Entrepreneur -  
 FONDATION Montréal INC.

## Languages

English  
 French (fluent)  
 German (conversational)