

Douglas Neil

Professional Experience

FREEDOM FORUM, Washington, D.C.

2022 - Present

Chief Digital Officer

Transformed non-profit organization to become a digital-forward culture resulting in 600% growth in web traffic, 230% increase in social media engagement and 500% lift in first party data. Automated workflows and adopted technologies to streamline processes. Initiated national marketing campaign to build awareness for Freedom Forum's mission. Launched and marketed inaugural music festival (Freely Fest) in Nashville, TN, and oversaw initiatives at SXSW, The Wharf (in D.C.) and Lollapalooza.

UNIVERSAL PICTURES, Universal City, CA

2006 - 2020

Executive Vice President – Global Digital Media and Marketing

Built and led a forty-person team to manage all digital, media, online, mobile and gaming marketing tactics for theatrical film releases. Responsibilities included capital allocation, budget optimization, creative oversight, online publicity, analytics, promotions, social media, video distribution, strategic partnerships and emerging technologies. Specific accomplishments included:

- Oversaw \$190 MM in annual marketing expenses to support theatrical campaigns.
- Architected and deployed digital systems for 200+ films globally including US, GET OUT, MINIONS, FATE OF THE FURIOUS, FIFTY SHADES OF GREY, JURASSIC WORLD, TED and STRAIGHT OUTTA COMPTON.
- Applied early-stage automated ad-tech platforms and algorithmic buying to develop targeted solutions and maximize audience conversion.
- Developed global campaigns to maximize efficiency of strategic partnerships and key vendor relationships.
- Recognized as industry leader for innovation and ad solutions including being the first advertiser on Snap.

AMERICA ONLINE, Los Angeles, CA

Director, Account Strategy and Management - Entertainment

2000 to 2006

Managed partnerships with entertainment clients including movie studios and television networks.

Oversaw strategic initiatives to grow revenue from AOL's entertainment sites - including TMZ, Moviefone, AOL Music, AOL Television as well as with Time Inc. brands.

THE DISNEY CHANNEL

Director, Affiliate Relations and Partner Marketing

1995-1997

Managed relationships with major cable companies in eleven states for the marketing and distribution of The Disney Channel. Created synergy programs with other Walt Disney Company units.

HAWAIIAN AIRLINES

Director, Marketing

1990-1994

Oversaw forty-five person sales and marketing team for the promotion of the airline. Reported to CEO. Responsibilities included advertising, sales, loyalty marketing, interline relationships and consumer affairs.

ANDERSEN CONSULTING

Senior Consultant

1986-1989

Provided systems consulting support for government and private sector clients.

Education

DARTMOUTH COLLEGE

MBA, 1991

COLLEGE OF WILLIAM AND MARY

BA - Computer Science, 1986

Personal

Member, Academy of Motion Pictures Arts and Sciences

2017 Hollywood in Pixels Silver Pixels Recipient

2012 iMedia Visionary Marketer of the Year

Completed forty marathons

The Wesley School Board of Trustees, 2009-2013; Chairman, 2011-2013

Guest lecturer, Digital Strategy, UCLA Anderson School of Management, 2020-2024

Adjunct Professor, Digital Marketing, Cox School of Management at SMU, 2022-present