

# DEB DEN ISSEGER

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June 2018 - Current

**Agency: Uber Technologies Inc - San Francisco**

Job Title: Senior Manager, Global Creative Production

Projects: Uber x Spotlight Product Activation; Physical Activation with cross platform asset captures including Photography, Installation Build and Film assets; Incl coordination of social/crm/web/pr refresh.

Uber x Meals on Wheels EOY Partnership Campaign; Full Integrated campaign with cross platform asset captures including Photography, Film, Physical Plate production, Costume retail experience in web. Includes coordination of social/web/crm/PR refresh.

Uber x Girlboss Partnership Campaign: Full Integrated campaign with cross platform asset captures including Photography, Film, Event, Partnership integration w Copa90 and Billboard, and Girlboss Rally support Costume retail experience in web. Includes coordination of social/web/crm/event and PR

Uber x NYSE > UBER goes public  
Global Integrated Campaign Production; International Campaign coordination that covered crossplatform assets for photography and TV and digital spots , day of activation, web integration, social asset development, OOH City takeovers, Localization efforts for all markets across all assets.

**<https://www.uber.com/us/en/you-move-the-world/>**

Responsibilities:

- Core focus of Production Management and Production Operational development.
- Part of the core leadership team of Global Creative Production.
- Lead a team of 5 -10 producers of various levels from Executive Producers to Associate Producers
- Overseeing 1 - 5 freelancers depending on project scope and complexity.
- Built out Production department processes and adapt standard agency process for producers, production operations and BA.
- Development of Production seminars (2x a year) to train producers on latest in production (Bidprocess updates, BA Union/Non union updates, overall governance process development, roles & responsibilities between various departments
- Recruiting of appropriate staffing to build out a diverse Producer team.
- Strengthen the relationships between various departments to make for a smooth production collaboration
- Engage and build out relationships with lead production partners in the industry to uplevel the creative, including leading role on Global Production pitch and partnership exploration to set out Global Production for Uber.
- Tracking on operational department budgets
- Identifying the roadmap opportunities for internal production
- Responsibilities on project level included project management, art buying, account management, production guidance and oversight of all budgets and schedules.

- Production oversight on direct to agency campaign; creative and production development.
- Process development to enhance role of procurement within setting of internal productions; Production Playbook development
- Managed interdisciplinary teams including creatives, producers, pm's, strategists and outside production partners.
- Support creatives and producers with identifying and choosing production partners based on scope, budget, schedule and creative vision.
- Participated in strategic development based on campaign needs.
- Leading all award show initiatives for all creative work, including production lead for selecting process of creative making it into the awardshows; guide all creative output of awardshow submission

Awards:

2019 - Cannes Lion Finalist - Uber x Meals on Wheels

October 2013 – June 2018

**Agency: DDB Chicago**

Job Title: Global Executive Integrated Producer

Global Executive Integrated Producer 2016 - 2018t:

***Miller Lite Global:***

Responsible for all productions of DDB Chicago / DDB Toronto and DDB Alma: All Media.

***Mars/Wrigley Global:***

Skittles, Starburst, Juicy Fruit: All Media.

***ConAgra Foods:***

PAM, Reddi-Wip, Marie Callendar's, Hunts, Rotel & Hebrew National: All Media.

***Initiator "What If":***

DDB's first internal creative awards program led by a GCD team and myself. Made to give room for creative development outside of the usual workload. Tailored to equal opportunity. Launched July 2016.

Executive Integrated Producer - 2014 - 2017:

American Cancer Society: Broadcast, Online videos, Digital.  
 Kohler Kitchen & Bath: Broadcast, OLV, Interactive Experience, Print.  
 Barilla Spaghetti/Marinara: Broadcast, OLV.  
 BJ's Resuarant: Broadcast, Radio, Digital, Social.  
 Scott's Lawn-care: Broadcast, Radio, Digital, Social.

Senior Integrated Producer - 2013:

Capital One Bank: Broadcast, Radio, Online videos, Digital.  
 Field Museum Chicago: Digital, Radio.  
 McDonalds: Online videos, Radio.  
 Ronald McDonald House Charities: Online videos.

Responsibilities:

- Responsibilities include guidance across all integrated production.
- Oversight of entire client year budgets and production schedules.
- Managed interdisciplinary teams including creatives, producers, strategists and outside production partners.
- Build out agency production fees per client.
- Oversee client scope and project staffing.
- Participate in developing scope of work and staffing plans for new and renewing clients.
- Responsible for production operations / strategic organization for workload for an account.
- Oversight of 5-10 mid to senior level producers.
- Identify and choose production partners based on scope, budget, schedule and creative vision.
- Participate in strategic development based on project needs.
- Participate in rearchitecting agency production and post production capabilities.
- Lead creative award program for DDB Chicago.
- Lead cross company (DDB Chicago, DDB San Fransicio, DDB Toronto, DDB Alma) integrated productions.
- Lead new client onboarding production processes (Miller & Conagra) .

Awards:

2018 - DGA - Outstanding Directorial Achievement in Commercials nominations - Kohler TV  
2017 - DDB Award - Above and Beyond award - personal title.  
2017 - DDB Award - Team of the Year - Conagra Foods  
2017 - London International Award - Silver- Kohler TV VFX  
2017 - German Design Award - Kohler TV VFX  
2016 - London International Award - Bronze - Kohler TV VFX  
2016 - Jay Chiat - Gold - American Cancer Society  
2016 - Cannes Lion Finalist - Kohler TV VFX  
2015 - Cannes Lion - Bronze - Skittles Radio  
2015 - Mercury Radio Award - Skittles Radio  
2015 - London International Award - Silver - Skittles Radio

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June 2012 – December 2012

**Agency:**            **Production Company MiniVegas, Amsterdam.**

Job Title:            Senior Integrated Producer

Clients:            Nina Ricci (Collectiveshift NYC): Broadcast: 3D, Animation, VFX, Postproduction.  
Moti (Museum of the Image): Digital Interactive installation.  
Ziggo (DDB Netherlandds): Broadcast: 3D, Animation, VFX, Postproduction.  
Nibbit (DDB Netherlandds): Digital, Broadcast: 3D, Animation, VFX, postproduction.  
Life :) (Y&R -Urkaine): Digital,Broadcast: 3D, Animation, VFX,Postproduction.  
Carice v Houten (EMI ): Digital Interactive music video; Website with realtime twitterintegrtrion,  
Animation, VFX, Broadcast (line)production, Postproduction.

Responsibilities:

- Responsibilities included project management, traffic management, account management, production guidance and oversight of all budgets and schedules.
- Controlled overall financials of each individual account.
- Managed interdisciplinary teams including creatives, 3D generalists, animators, front-/backend developers and VFX team.
- Identified and chose production partners based on scope, budget, schedule and creative vision.
- Participated in strategic development based on project needs.

Nov 2010 – June 2012

**Agency:** **KKoutlet, London (A KesselsKramer Agency) .**

Job Title: Executive Integrated Producer

Clients: Redstripe Beer (Diageo): Online, Event, Broadcast, Social Media, Photography, Print.  
Bushmills (Diageo): Broadcast, Photography, Print.  
Talisker (Diageo): Broadcast, Print.  
Cardhu (Diageo): Photography, Print.  
Lagavulin (Diageo): Print.  
Metro UK Newspaper: Photography, Print.  
Citizen M: Print.  
Thomason Local: Online.  
Transport for London: Print.  
John Lewis: Product development, Print.

Responsibilities:

- Started the agency's production department as the first Executive Producer in London.
  - Built out the department over the course of 1.5 -2 years, making it operational to be able to deliver on all client needs.
  - Recruited appropriate staffing.
  - Responsibilities included project management, art buying, traffic management, account management, production guidance and oversight of all budgets and schedules.
  - Negotiated yearly agency fee-agreements with clients, managed weekly/monthly status reports (internal and external), report and review monthly and quarterly agency hours and oversee clients' yearly budgets.
  - Controlled overall financials of each individual account including overseeing full company revenue.
  - Managed interdisciplinary teams including creatives, producers, strategists and outside production partners.
  - Oversaw 1 - 5 freelancers depending on project scope and complexity.
  - Identified and choose production partners based on scope, budget, schedule and creative vision.
  - Participated in strategic development based on campaign needs.
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Jan 2006 - Nov 2010

**Agency:** **KesselsKramer, Amsterdam.**

Job Title: Senior Integrated Producer

Clients: Organdonation (Government NL): Online, Social Media, broadcast, Photography & Print.  
JnB (Diageo) : Broadcast, Print, Event.  
Protest: Surf and snowboard fashion - Print, Photography, Online, Broadcast.  
Sir Hotels: Online, Print.  
Brabant 2018 (Government NL): Photography, Print.  
Hans Brinker Budget Hotel: Broadcast, Photography, Print.  
Bavaria Beer: Print.  
The Coffee Company: Print.  
Experimenta Design: Photography, Print.  
Helden: Photography, Print.  
Hier (Government NL): Photography, Print.  
Nps Broadcast network: Photography, Print.  
Reaal Insurance: Print.

Job Title: Print Producer

**Published book titles:**

A New kilo, The worst hotel in the world, Advertising for people who don't like advertising, Catalogues, American Zoo, Anonymous, Artoons, Bad food gone worse, Bombay beauties, Couples, In almost every picture #6/#7/#8/#9/#10 Photo cubes, Strangers in my photo album, Useful photography #7 (<http://www.usefulphotography.com/>), Useful photography #8, Useful photography #9; DO Product development: Do Sin, Do Box, Do Camouflage, Do Surf.

Responsibilities:

- Responsibilities included project management, art buying, traffic management, account management, production guidance and oversight of all budgets and schedules.
- Managed weekly/monthly status reports (internal and external), reported and reviewed monthly and quarterly agency hours and oversaw clients' yearly budgets.
- Controlled financials of each individual account.
- Managed interdisciplinary teams including creatives, producers, strategists and outside production partners.
- Identified and chose production partners based on scope, budget, schedule and creative vision.
- Participated in strategic development based on campaign needs.

Awards:

- 2011 - Organdonation: Euro Effie Award Silver - Integrated Campaign
- 2011 - Organdonation: Spin Award Silver - Integrated Campaign
- 2011 - Organdonation: Esprit Award - Integrated Campaign
- 2011 - German Design Award - Book Publication
- 2009 - J&B: Euro Effie Award Bronze

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**ROUW 48-Hour Film Challenge:**

- 2011 National Film Festival Utrecht, the Netherlands, Audience Choice Award  
<http://www.rouwfilm.com/> - or - <https://vimeo.com/31047174>
- 2012 Award: Best Comedy Gold.  
<http://www.cannesinavan.com/mobile-film-festival/the-van-dor-award-winners-2012/>

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**Produced Exhibitions:**

- 2009 KKoutlet Tradeshow, Farnham, United Kingdom, January 2009  
KesselsKramer's portfolio show of 10 years in advertising.  
Overall production of the exhibition and launch event
- 2006 KKoutlet show, Kunsthal Rotterdam, Netherlands, October 2006  
KesselsKramer's portfolio show of 10 years in advertising.  
Overall production of the exhibition and launch event

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**Education:**

- 2006 Internship:  
Agency: KesselsKramer Amsterdam, The Netherlands.  
Role: Junior Producer

- 2004 Internship:  
Agency: Oktober Visuele Communicatie Amsterdam, The Netherlands.  
Role: Project Manager.  
Award: J.J Hof Award – silver on personal title for internship script.
- 2002 - 2006 Media College Amsterdam, The Netherlands:  
1st year Web design.  
2nd year Graphic design.  
3rd year Production, traffic and account management.  
4th year Production, traffic and account management.  
Graduated June 2006.
- 1998 - 2002 Trinitas College, Heerhugowaard, The Netherlands:  
HAVO – Profile Culture & Society; Mathematics, English, Dutch, German, Art & Art History, Civics, Economics.  
Graduated June 2002
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**Languages:**

Dutch - native  
English - fluent

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