



Felix Velarde

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August 2001 to date

[Underwired](#)

Managing Director

Independent digital strategy, creative and eCRM agency

Restructured the UK's oldest Online PR agency and set up a new digital agency focusing on accountable, ROI-driven relationship marketing, e-commerce and online campaigns.

- Established industry-leading eCRM practice (see www.eCRM.co.uk), currently ranked 5th in the UK for ROI in Revolution's survey of clients
- Led pitches winning clients including News International, Virgin, The Economist, Nickelodeon, Peugeot, Institute of Cancer Research, Thomson Reuters and AAR
- Awarded BIMA Best eCRM Programme and a number of DMA Golds

February 1997 – July 2001

[Head New Media](#)

Managing Director / co-founder

Brand-focused web and interactive TV agency

Built agency with international reputation for creativity. Negotiated sale to Lowe (part of Interpublic Group) to become exclusive new media arm of Lowe Group UK in 1999. Reported to board of Lowe & Partners UK.

In addition to strategic and business development role, actively involved in campaign planning for several key clients.

- Launched first specialist Interactive TV agency, Head End, in 1998
- Won roster places with UDV, Unilever, Mars and Hewlett-Packard
- Led pitches winning BBC, Hewlett-Packard, Weetabix, PricewaterhouseCoopers, Dun & Bradstreet and Bass Beers Worldwide
- Awarded Cannes CyberLion, World Media Festival Gold & Silver, EPICA, One Show, IPPA

October 1994 – January 1997

Hyperinteractive

Director / co-founder

Multimedia and web design company

Built highly creative digital agency. Active participant in the early growth and direction of fledgling new media industry. Gained a strong understanding of brand marketing, and won clients including Mars, Hewlett-Packard, D&AD, Sci-Fi Channel and Allied Domecq.

- Produced the UK's first Advertising Agency Credentials CD-Rom
- Created the first interactive exhibition for D&AD
- Created UK's first Interactive Television interface demos (for Sci-Fi Channel)
- Spun off UK's first Online PR agency, Underwired, in 1996
- Won awards for own work from Marketing, MacUser and IPPA

January 1991 – September 1994

Various magazine publishing jobs

Industry activities

- Contributor to a wide variety of digital and marketing trade press including Admap, New Media Age, Revolution, FT, Marketing, Precision Marketing
- Speaker at numerous marketing events and conferences including Internet World, Apple Expo, International Direct Marketing Fair, Book Industry Conference
- Former digital group leader and Grand Prix Judge at the DMA Awards
- Former Judge at DADI Awards (Drum Awards for Digital Industries), New York Festivals

Memberships

Fellow of the Royal Society for the Arts

Fellow of the Institute of Direct Marketing

British Interactive Media Association

Direct Marketing Association

Personal

Enjoy flying gliders (Cotswold Gliding Club), photography, good food, horse riding, driving (Institute of Advanced Motorists). Widely travelled. Speak passable French.