

NICK PHELPS

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In short

Advertising Exec & CEO with a 20 year history at top-ranked creative agencies, building brands of all shapes and sizes, being part of record-breaking agency growth, business turnarounds and influential campaigns. In recent years I've parlayed a marketing background into unique experience bridging brand and entertainment industries.

Time well spent

160OVER90 (owned by Endeavor) | LOS ANGELES | 2019 – PRESENT

EVP

I co-managed the merging of six Endeavor-owned marketing companies into 160over90, and now lead all client service, creative, media, digital and production across this 800 person company.

160OVER90 (owned by Endeavor) | PHILADELPHIA | 2018 – 2019

CEO

Retaining the helm of RED below, I also took over Endeavor's newest branding agency acquisition, splitting my time across east and west coasts. Under my leadership we had the most successful new business year in their history, while client turnover reduced 90% YOY.

RED (owned by Endeavor) | LOS ANGELES | 2017 – 2019

CEO

At the personal behest of Ari Emmanuel I took over leadership of this 80 person digital agency owned by Endeavor. We reshaped the agency's strategy, proposition and structure, turning 7-figure losses in the previous two years into 7-figure profits in year one. Including pitch wins for Adidas North America, Amazon Prime, Apple, Quibi, E&J Gallo, Twitch and Blue Origin.

DROGA5 | NEW YORK | 2014 – 2017

Global Head of Entertainment

When entertainment heavyweight Endeavor (at the time known as WME) invested in Droga5, David Droga brought me back from Anomaly to lead the relationship and drive their integration of brands and entertainment.

Highlights involved the creation of Dwayne Johnson's Project Rock brand and licensing it to Under Armour. It's now a 9 figure business alone.

Launched one of the first brand-led TV shows designed for mobile viewing, co-produced with Matt Damon and Ben Affleck, and worked on a Cannes Lions Titanium-winning campaign for the Australian Tourist Board.

Youngest person ever on Droga5's Management Team.

ANOMALY | NEW YORK | 2013

Head of Account Management – Diageo, lead Global Johnnie Walker pitch win.

Running their 35 person account management department and one of their biggest clients..

DROGA5 | NEW YORK | 2011 – 2013

Group Account Director – Puma, Coke Zero, Newcastle Brown Ale.

The agency grew from 50 people when I joined to over 700 when I finally left in 2017, a period for which Droga5 was awarded Adweek's Agency of the Decade.

BBH | LONDON | 2007 – 2010

Brand Director – Unilever, Barclays, British Airways and ITV.

BBH London at the time was known in the UK as the 'University of Advertising' and the gold standard for the pure science and rigour of marketing effectiveness. A great place to learn.

CHI&PARTNERS | LONDON | 2003 – 2007

Account Director – Lexus, British Gas, Premier Foods, Friends of the Earth.

This was London's fastest growing start-up of the decade. I am proud to this day that our Friends of the Earth campaign directly resulted in new UK laws around climate change.

JWT | MANCHESTER | 2000 – 2003

Account Manager – Manchester United, Halewood, National Railway Museum.

Preparation

MANCHESTER UNIVERSITY, ENGLAND | 1997-2000

2:1 Bachelor of Arts Degree in Economic and Social Studies: Accounting and Business Information Systems

Play

Born and raised in London but working in four major cities globally has challenged, developed and changed me on every level.

I love anything in the outdoors and all types of exercise, otherwise I'm usually busy traveling and playing with any dog I meet.

I'm a US Permanent Resident and green card holder as a British Citizen.