

2018 Creative STORAGESM CONFERENCE

June 7th 2018 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Jonathan Bourke, CIO, Translation LLC

TITLE: The Tension Between Global Production and Cybersecurity

ABSTRACT

As global media companies collaborate internally and with clients around the world, the increased pace of operations, fast deadlines and pressure to increase margins necessitates a more efficient creative workflow. But, the creative workflow needs to be enabled with cybersecurity protections while also meeting compliance requirements, both internal policy and requirements set by various regulatory bodies across localities and vertical industries. In this session, Jon Bourke, a global advertising CIO will discuss the challenges he has faced and hurdles he has overcome with teams working collaboratively across countries and continents. Bourke will discuss how he has successfully accelerated the creative workflow, eliminated shadow IT and reduced the burden and costs of IT staffing.

BIOGRAPHY

Strategic technology and operations executive who has helped some of the best creative advertising agencies in the world reinvent how they work, become more nimble and effective, grow internationally, generate new revenue streams and be more profitable through a combination of world class technology platforms and operational best practices.

He has a proven track record of solving complex operational and client issues, creating new strategic revenue opportunities, building strong client relationships and managing complex agency business operations. He has a proven ability to operate internationally enabling companies to grow rapidly and operate profitably in a frictionless and agile manner in existing and new markets.

As a strategic visionary he works closely with other members of executive leadership to “see around corners” and helps develop the future vision and strategic possibilities for new capabilities and growth. A dynamic leader he helps bring together best in class functional, operational and technology teams to develop and execute the business plan successfully and profitably.

With deep knowledge of all aspects of advertising, marketing and media operations has created revenue streams through technology and marketing solutions and services to clients. In his client facing roles he builds strong client relationships and has become a trusted technology advisor to senior marketing clients.