

## Uri Baruchin – Curriculum Vitae

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**D.O.B:** 1975  
**Languages:** English (mother tongue level), Hebrew (native speaker)

### Personal Profile

Over the past five years Uri Baruchin has worked as a brand strategy and new media consultant in the UK, Europe and the Middle East both as a busy independent consultant, as well as with London based Brandinstinct and international brand consultancy Siegel & Gale.

Previously, Uri gained substantial client side experience in roles managing product innovation and strategic planning, as well as operative experience. His work is characterized by devising sophisticated, yet practical, breakthrough solutions to complex strategic marketing challenges.

### Professional experience

#### Nov 2005 - Current **Consultant, Brandinstinct, London**

Award winning branding agency, active since 2003.  
Leading consulting on an on-going contract basis.

#### Projects:

- Strategy, identity & packaging for a new juice brand to be launched in the UK, Ireland, & Benelux countries
- Strategy, packaging & POS materials for No1 mobile a private-label telecom (MVNO) for Europe's largest retail player, Carrefour
- Brand Architecture for Cyta (largest telecom in Cyprus)

#### Key duties & Achievements:

- Managing client relationship and project's full cycle
- Planning brand strategy & positioning
- Briefing and managing the design team
- All strategy & positioning deliverables excepted on first round
- Migrated agency form a static extranet tool to a client-agency online collaborative environment (BaseCamp)
- Planned and edited a new quarterly newsletter for the agency

#### Aug 2003 - Nov 2005 **Independent Marketing & New Media Consultant Tel Aviv & London**

Leading strategic marketing projects for top Israeli brands and collaborating on projects outside Israel

**Clients included:** LogicaCMG (Telecom, Amsterdam & London), Empik (ecommerce books & media, Warsaw), Strauss (Israel's largest FMCG group, 4 projects), ynet (Israel's leading news & content site, resident strategist), JDate & Cupid - Spark Networks Israel (online dating), Genesis Partners (top tier VC), Amcor (Israel's oldest & leading fridge brand), Mapa (GIS), Netex (Hebrew search engine), Beit Berl College (School of Interdisciplinary Studies), Design Centre (Design Mall), and more.

**Collaborators (on some projects):** Brandinstinct, Peter Gilson (branding consultant, London), Open (brand design agency, Tel Aviv), e-dologic (digital advertising, Publicis, Tel Aviv), Bruckner-Netta (ad agency, Tel Aviv).

#### Key achievements:

- Received 100% of projects by positive, voluntary, client referrals
- On 80% of projects, clients went on to retainer basis or new projects
- Invited to join the boards of two clients

- Secured an estimated £300K revenue for myself and creative agencies I worked with, excluding media commissions (mostly in a NIS based market, 8 NIS = ~£1)
- Quoted and profiled in various general and professional media
- More client specific achievements available upon request

**Key duties:**

- Leading senior managements in the creation of brand strategy & positioning
- Structuring multi-brand portfolios
- Conducting multi-faceted brand research
- Briefing agencies and overseeing launch and implementation
- Providing strategic consulting on an on-going basis
- Playing a major part in product & marketing innovation efforts

**Jan 2001- Apr 2003 Siegel & Gale (Siegelgale), London**

Siegelgale was the European office of 35 years old International American brand consultancy, working with blue-chip clients, in Europe and Israel. The company was sold to Omnicom. Clients Included: Vodaphone, O2 (UK) Eurotel (7m\$), Cesky Telecomm (Czech Republic), Cellcom (1.2m\$), Strauss-Elite (0.5m\$), El-AI (0.25m\$) (Israel).

May 2001- Apr 2003

**Consultant**

**Key achievements:**

- Significant contribution to strategic branding methodology
- 100% client facing tasks, often leading projects (typically reserved for senior consultants)
- Created the "creative big idea" on over 50% of projects
- Endured no less than 8 rounds of redundancies, with company dropping from 100 to around 20 employees

**Key duties:**

- Creating brand strategy, positioning, brand architecture, communication strategy, customer experience strategy
- Conducting market research, touch-point & gap analysis
- Presenting and giving client workshops to senior managements
- New business development: research, audits, and proposals
- Coordinating customer research (including ethnographic research)

Jan 2001- May 2001

**Senior Information Architect, New Media Marketing Consultant**

Hired in Israel by senior partner, with role defined as segue to consulting position. Clients: Cahoot (UK), Eurotel (Czech Republic), ZFS (Zurich/ New York), Bank Hapoalim (1.5m\$), Ofek (Israel).

**Key duties & achievements:**

- Promoted from IA to Senior IA after two weeks
- Created a simplified communication seminar for UK clients
- Planning, user research, design and implementation of customer experience strategy and information architecture, across various channels and touch-points, mainly web

Jan 1998 - Jan 2001

**IOL - Israel On-Line, Tel Aviv**

IOL was Israel's leading internet portal and news site (equivalent of bbc.co.uk). It was merged with a competing portal in 2001.

Jan 2000 - Jan 2001

**Content Development Director**

**Key duties & achievements:**

- Lead planning and design for full range of web products: commerce, ticketing, community, classifieds, magazines

- Guided product & project managers on product strategy, information architecture and usability
- Managed a team of 12 editors servicing the entire range of products: creative, editing, copy-writing, on-line help, GUI nomenclature

Jul 1999 - Jan 2000

**Research & Innovation Director, Senior Management Member**

**Key duties & achievements:**

- Ensured innovation across product range
- Responsible for market trend analysis and partnership evaluation
- Facilitated management workshops
- Created presentations, lectures, and key-note speeches for CEO

Jan 1998 - Jul 1999

**Project Manager, Web directory**

**Key duties & achievements:**

- Lead a long-term project of a content-intensive, database-oriented site
- Managed a crew of 8 professionals, from concept stage to on-going management of the active site

1996 - 1997

**Comics Express Ltd., Jerusalem**

A fully computerised mail ordering service for imported books

**Executive Director**

**Key responsibilities & achievements:**

- Full business operation management including purchase, sales, marketing, service, and team for monthly shipments
- Co-designed the business operation software platform
- Increased revenue by 30% in less than a year

**Additional experience** writing, editing, stage direction, production, education

**Education**

1993 – 1999

**Tel Aviv University**

**Dept. of Poetics & Comparative Literature**

B.A., Magna Cum Laude, and post-grad studies

Focus on: Narrative Studies, Semiotics, Theory

**Public Speaking, Teaching & Publishing**

- **Adjunct lecturer:** "Marcom and the Cultural Field" advanced course, **Camera Obscura School of Art**, Tel-Aviv (affiliate of Excelsior College - University of the State of New York (USNY))
- **Speaking:** "Shifts in Content Consumption" (Info2005), "Interface, Cyberspace, Identity" (Oranim Seminar), "Web 2.0 and beyond" (IDF's school of computer professions), "PR & the Internet" (IDF's Media Officers course), "Aspects of Information Architecture in Interactive Environments" (The Open University), "Visual, Textual & Narrative Interaction in Comics" (Bezalel School of Arts, Jerusalem)
- **Published articles** on Marketing, Internet, media and culture in leading Israeli popular and professional publications

**Additional Achievements**

- Listed in "Top 100 Israeli Culture Leaders" in: Yediot (Israel's leading newspaper), 2003
- Listed in "10 Prominent Israeli Net Figures" Haair-Haaretz (Israel's leading broadsheet), 2004
- Admitted into the UK's Highly Skilled Migrate Program (2003) (HSMP Visa, US O-level visa equivalent)
- Co-founder of "[Concep](#)", a multi award winning digital culture projects group active since 1999 (including the national internet volunteering badge of merit and multiple "site of the year" awards)
- Writes "[The Collective](#)", the most widely read independent Hebrew Internet newsletter
- Founded "[Notes](#)" (May 2003), blogging platform for Israeli authors, journalists and academics
- Voluntarily produced a sold out series of live design & culture events in Tel Aviv (in collaboration with worldwide BD4D events)
- Story-edited two graphic novels for mature readers