



TIRAN DAGAN

BUSINESS PERFORMANCE & INNOVATION EXECUTIVE



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SUMMARY

- Strategy, analytics and transformation leader for IBM, a \$27 billion global technology leader with 450k employees.
- 20 years' experience working for **Fortune 50** and **Top 4 firms** such as GE/NBC Universal, Ernst & Young
- Entrepreneurial experience launching and growing innovation in healthcare (provider side), design and technology
- MBA (International Marketing) and B.Sc. (Artificial Intelligence and Mathematics)
- Certifications in Design Thinking, Lean Six Sigma (Master Black Belt), Agile Coaching

EXPERIENCE

10/15 - PRESENT

DIGITAL EMERGING TECH. & PHYSICAL SECURITY SERVICES NA LEADER

New York, USA



Leading a solutions & services delivery organization in mobility and video surveillance (physical security) across multiple industries to transform employee and customer experience via diverse technologies including mobile devices, infrastructure and cognitive computing. Focus on design thinking and customer lifecycle analyses, business/cost cases scenario modeling and business architecture. Launched new services and solutions for GTS Technology Strategy & Transformation with IBM clients through public and private hackathons.

5/13- 10/15

PARTNER, STRATEGY & ANALYTICS, M&E

New York, USA



Executive leader with IBM's services arm responsible for strategic vision, go to market strategy delivery guidance in broadcast, cable, publishing, parks, film, information services and advertising. P&L responsibilities: \$100M+ Highlights: Marketing analytics solutions, digital/linear advertising operations & technology, marketing analytics, audience and consumer insights and CPG/Retail; Oversaw the Apple+IBM partnership mobile solutions for M&E; Twitter & Facebook partnerships; Integrated IBMIX and customer experience design principles into transformation initiatives.

SOCIAL MEDIA



LinkedIn Link

EDUCATION

MBA/INT. MARKETING

Tel-Aviv University
1989 - 1992

BSc / A.I. & MATHEMATICS

SUNY + RAMAPO COLLEGE
1985 - 1986

CERTIFICATIONS

IBM DESIGN THINKING PRACTITIONER
LEAN SIX SIGMA MASTER BLACK BELT
AGILE CERTIFIED SCRUM MASTER

INTERESTS

FINE WOODWORKING,
ELECTRONICS, VIDEO FX, DRONE
PHOTOGRAPHY

11/10 – 4/13



BROADCAST & CABLE SECTOR LEADER New York, USA
SENIOR MANAGER

Working with TV, Cable and film studios to develop their go-to-market strategy in content monetization and advertising and create scalable revenue opportunities in their linear and digital properties (Disney, ABC TV, Lucasfilms, Univision, EW Scripps, MTVN).

9/07 – 11/10



DIRECTOR, CORPORATE STRATEGY: GE/NBC UNIVERSAL New York, USA

Led the corporate strategy team (Strategic Initiatives & Analysis – SIA) with documented benefits of over \$150m in 2009 working across ad sales, marketing, corp planning in cable entertainment, film, news, parks and digital.

2/06 – 9/07



STRATEGY CONSULTING & INNOVATION PRACTICE LEADER, CC PACE Fairfax, VA

Led CC Pace's process excellence engagements to transform core operations, improve customer service and align company vision & strategy, apply Lean, Six Sigma and Agile philosophy to marketing, IT and operations

2001 – 2/06



EXECUTIVE DIRECTOR: 6FOOTMEDIA New York, USA

Founded a New York City creative agency which planned and executed clients' marketing and CRM digital and linear strategies. Full service bureau for CPG, financial services and healthcare advertising campaigns, consumer-facing product literature, packaging and online solutions in eCommerce and mobility

1994 - 2001

PRINCIPAL/FOUNDER: BERGEN MEDICAL IMAGING New Jersey, USA

Launched an imaging center with \$8 million revenue and staff of 16 marketing, operations and technical staff. Innovated healthcare modalities to compete with large hospitals and created custom bio-informatics tools (DICOM Telemedicine solutions, billing applications and facility management software). The facility became the largest independent diagnostic testing facility (IDTF) in the north-east serving 600+ physicians and was acquired by W.R. Grace & Co.

1992 - 1994

ANALYST: AMERICAN VISION ISRAEL

Market analysis, product launch and clinical trials for US-based consumer ophthalmic eye-care device manufacturer

1986 - 1992

ISRAELI NAVY ISRAEL

SKILLS

LEAN SIX SIGMA (MBB)



HUMAN CENTRIC DESIGN



STRATEGY & CHANGE



INTERNET OF THINGS (IoT)



DESIGN THINKING



MARKETING CRM+ANALYTICS



CREATIVE DESIGN



One of Tiran's most important efforts has been in support of NBCU's preparations for the 2009 Nielsen contract renegotiation, which represents ~\$100MM in annual fees. He brought energy and enthusiasm to the team as it assessed current ratings needs and opportunities for savings. The team is already much better prepared than it had been in previous negotiation cycles - with much better visibility on what Nielsen charges NBCU, and what we actually use



ACCOLADES

[Tiran's] ability to drive change is enormous and totally contributed to iVillage organizing for stronger performance. The magnitude of rigor, accountability and process introduced internally is huge and change is never easy. [He] has been so dedicated to iVillage - we have learned so much, pushed ourselves to new places as a result of this great work.

Jodi Kahn, President, iVillage, NBC Universal

"Tiran is a man of total commitment who brings a fresh level of intellect and creativity to the group. The demands of my work require immediate attention to issues that need to be measured and quantified. Though Tiran's forte is long range strategic initiatives, he never fails to carve out quality time from his busy schedule to help. Tiran's approach, willingness to share his expertise and blunt solid assessments lead to speedy and successful outcomes. I always joke with him about being "scary smart" because his intuition and keen instincts always keep him on the threshold of discovery. I love working with him, and always look forward to the methodology and process of resolving obstacles and coming to conclusions. I know that when I get into a jam and have problems figuring something out, his fresh, creative ideas never fail to get me back on track."

Will J. Wright, Sr. News Editor, NBC News

"Tiran is without a doubt one of the most knowledgeable and effective process leaders I have had the privilege of working with. He can operate at both strategic and operational levels within a business unit and is equally comfortable in communicating with senior executives as well as junior managers to bring about measurable performance improvements. His ability to identify game changing opportunities and his confidence in putting together systems and processes to bring these opportunities to fruition truly sets him apart from many of his peers. It has been a true pleasure to work with him and I will always continue to seek him out for advice and guidance on how I can improve my organization. He is the absolute best in his field and I would jump at the chance to work with him again".

John Sabino, COO, GE Digital

"Tiran has proven to be an extremely valuable and versatile asset for our group. By applying his extensive Six Sigma, Lean, and Agile experience, he and his teams have introduced dramatic process improvements within the business. Tiran pushes himself to find the creative solution to a problem and then works tirelessly to see it implemented."

Vojin Gjaja, VP, Strategic Initiative, NBC Filmed Ent.

"Tiran is by far, one of the most engaging, hard-working individuals I've encountered in my media career. No job is too big or too small for TD, his leadership style, presence and acumen has helped my team get closer to our goals by leaps and bounds, and his expertise (Lean, Six Sigma, IT, Agile, etc.) is unmatched. Top qualities: Great Results, Personable, Expert"

Christian Alicea, Director, MSNBC News

"Tiran is simply one of the most brilliant people I have ever met, with an insatiable curiosity and an ability to routinely develop amazing solutions to long-standing problems. He is able to build incredibly complex mental models of technical systems and workflows while still retaining an intimate understanding for the way in which people actually live with the technology. It has truly been an inspiration to work with him."

Chris Lohmann, Director, Strategic Initiatives, NBCU

"Tiran is a creative genius. He is a motivated team player that any company would be lucky to have on staff. If I wasn't running my business I would hire him to do so."

Guy Erlich, President, Water Tech Industries

"Tiran is an industry expert who is able to ask the "right questions" to capture the needed information to identify opportunities to improve process. He drives projects forward and delivers applicable results." [for work done at T. Rowe Price]

Jim Longenecker, VP Marketing Communications, Broadridge

"Tiran did an excellent job of using Lean/Six Sigma methods to drive several BPM initiatives through an organization that was not used to formal methodologies etc. His patience and willingness to share the "process" behind the work kept the enthusiasm up on the team. Top qualities: Great Results, Expert, High Integrity"

Bob Bell, CIO, Armed Forces Benefit Association

"Tiran is extremely personable, intelligent, and creative; a pleasure to work with; a true professional. He inspired me in a myriad of ways. Top qualities: Great Results, Personable, Creative"

Rob Mendelson, VP 5 Star Life Insurance Co.

"Tiran is an industry expert who is able to ask the "right questions" to capture the needed information to identify opportunities to improve process. He drives projects forward and delivers applicable results.

Jim Longenecker, VP Document Publishing, T. Rowe Price

"Having worked with Tiran [as a speaker] on a number of occasions across IQPC's Lean Six Sigma events I have been impressed not only by Tiran's continual depth of knowledge but also his ability to inspire those he works with. A huge advocate to the Lean Six Sigma field."


Megan James, IQPC

"Tiran is a great asset to any organization. He is skilled at quickly analyzing and understanding complex situations with a style that is adaptable to many different organizational cultures. This allows him the ability to bring clarity and sound advice on improving processes while building trusted relationships (which is evidenced by the fact that clients ask for him by name)."

Ravi Changela, VP Corporate Accounting, The Carlyle Group

"Tiran was instrumental in leading a Lean initiative across the NBC Universal Ad Sales properties, with a mission of cutting out excess "churn" and thus improving on and "leaning" out television business processes. He facilitated the first of such events for USA and SCI FI and his facility to get buy-in and guide an initially somewhat skeptical group was extraordinary. His passion for his craft is also palpable. He is tireless toward reaching resolutions to difficult business problems, and has a style that is inclusive, and helps him and all those around him reach collective goals. I hope to work with Tiran again."

Katharine Bailey, GM The Wall Street Journal, News Corp



AS CONSUMERS AND EMPLOYEES, WE ENCOUNTER DIGITAL TOUCHPOINTS IN OUR DAILY LIVES. YET MANY COMPANIES EMBARK ON COMPLEX TECHNOLOGY SOLUTIONS WITHOUT DESCRIBING EXPERIENCE THEY ENVISION FOR US, LEAVING GAPING HOLES WHICH REQUIRE REWORK OR LEAD TO COST OVER-RUNS. WHEN THIS HAPPENS, WE ASK OURSELVES "WHY COULDN'T THEY MAKE THIS EASIER?"

Whether you are looking to build the most technologically sophisticated arena, a novel shared-ledger solution using blockchain or launch a new service for the travel industry: start by designing the experience. What will it feel like to interact with your brand? your product? How will you link experiences along the lifecycle of the end user? The rest will follow: security, infrastructure, integration, customization and personalization.

Use technology to create superior experiences, delight your end user and create new revenue streams with a much more loyal customer base.

Things I have learned over the course of my career

- "Doing the right thing isn't always the right thing to do": the difference between an idealist and pragmatist is the understanding of human nature and the tension that transformation creates for an organization.
- Digital transformation starts with the customer (or employee). Understand their journey, needs, persona and only then enable desired experiences with technology. Align customer needs to your corporate initiatives (ROI, Cost Savings, Revenue Growth, Shareholder Value)
- Don't get lost in technology. Leverage it to enable experience and as a means, not your prime mission.

RECENT ARTICLES



The Workplace of the Future:
a 360 degree experiential design



(Human) Experiential Design:
From Stadiums to Roller Coasters








Block Chain Applications for
Media & Entertainment



Introduction to Block Chain

PUBLIC SPEAKING

Apr 27, 2015  	PANEL MEMBER	Digital Hollywood, Marina Del Ray, CA "Cable, TV, Film and Broadband - New Content - New Networks - Streams, Platforms, Devices"
OCT 20, 2014 	PANEL MEMBER	Digital Hollywood, Marina Del Ray, CA "Hypertargeting in a Programmatic World: Ad Networks, Ad Serving and Ad Targeting"
Apr 27, 2013 	FEATURE PRESENTATION	Digital Marketing & Analytics, HITS, Los Angeles, CA "Video Anytime Anywhere: Video Across Platforms - Television, Internet and Mobile – Understanding the Value Proposition"
Jan 2011	FEATURE PRESENTATION	IQPC, Orlando, FL "Dashboards, politics, egos & analytics: The case for change at NBC News"
Nov 2009	KEYNOTE ADDRESS	BUSINESS PROCESS MANAGEMENT, BRAINSTORM, NY "The hidden factory in change management"
Apr 27, 2015	PANEL MEMBER	Digital Hollywood, Marina Del Ray, CA "Cable, TV, Film and Broadband - New Content - New Networks - Streams, Platforms, Devices"
Oct 2009	FEATURE PRESENTATION	WCBF, Orlando FL "Using analytics to drive organizational and process change"
Sep 2009	KEYNOTE ADDRESS	IQPC Process Excellence Week, Chicago IL "Balanced Scorecard & Rapid Dashboard Prototyping in a time of Financial Crises" and 4 Hr. Workshop "Strategies to Creating a Sustainable Continuous Improvement Culture"
Apr 2009	FEATURE PRESENTATION	10th Business Process Management Summit, Miami FL "Creating A Portfolio of Projects: Taking a Holistic Wing-to-Wing Approach"
Jan 2009	FEATURE PRESENTATION	IQPC LSS & Process Improvement Summit, Orlando FL "Driving change with Lean Six Sigma without alienating jargon"
Oct 2008 	FEATURE PRESENTATION	WCBF Global Lean Six Sigma Summit, Orlando FL "NBC Universal Case Study on Streamlining Sales Processes (360 Degree Ad Sales) "
Aug 2007	SESSION	Agile 2007 Conference, Washington DC "Lost in Translation: Making Dollars into Sense"
May 2007	Workshop:	4th Annual Six Sigma Conference, New York, NY "Building an Effective Six Sigma Measurement System in Financial Services"