



JJA Venture Search

OPPORTUNITY MONOGRAPH



Head of Human
Resources

Wild Card

WILD CARD

Opportunity Monograph



WILD CARD

Vitals

Website

<http://www.wildcardav.com>

Social Media



[LinkedIn](#)



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Founded: 2007

HQ: Culver City, CA

Strategic Snapshot

Wild Card (W|C) is one of the most exciting and innovative entertainment and brand marketing companies in the U.S., and the headlines speak volumes about why this wildly creative firm is Hollywood-style hot, and growing fast:

- 13 Golden Trailer Award Nominations for W|C Campaigns (2018)
- W|C & 3AM Win 14 Clio Entertainment Awards (2017)
- *Fast Company* Names W|C unit 3AM to its 2018 List of *Top 10 Most Innovative Companies* in Marketing & Advertising

W|C works with some of the world's most iconic directors and producers, along with a Who's Who of entertainment industry talent.

Run by the husband/wife team of Nick Temple (founder) and Alison Temple (CEO), W|C's goal has been to create a culture and community of highly talented, creative people who love film, TV, music and advertising.

A side venture called 3AM was started four years ago with Ridley Scott to work with filmmakers in earlier stages before their films go into production. 3AM was recently merged into W|C to expand its service offerings. This includes market expansion to include Games and global Brands in addition to Media & Entertainment.

W|C's team of innovative collaborators has a single shared goal: "We build and extend multiplatform worlds that turn audiences into engaged fans. At W|C, "dull" doesn't exist.

Key Stats/Facts & Highlights

- W|C works with some of the world's most iconic film makers including Jim Cameron, Ridley Scott, Steven Spielberg, Donald Glover, Steve McQueen and Clint Eastwood to name just a few
- Initially bootstrapped (not VC-backed) and profitable from the outset, W|C has always been the premium-priced, gold standard
- W|C has evolved from film and TV to serving clients in streaming media and games and is now engaged by global brands like Nike and Microsoft
- In addition to world-class creative, W|C now offers clients analytics-driven insights, but its core content creation, production and world-building are at the heart of next generation of marketing and branding

Position Title: Head of HR (Director/VP DOE)

Position Location: Culver City, CA

Reports To: CEO and COO

Compensation: Highly competitive base and incentive bonus compensation and benefits

package.

Wild Card: Overview

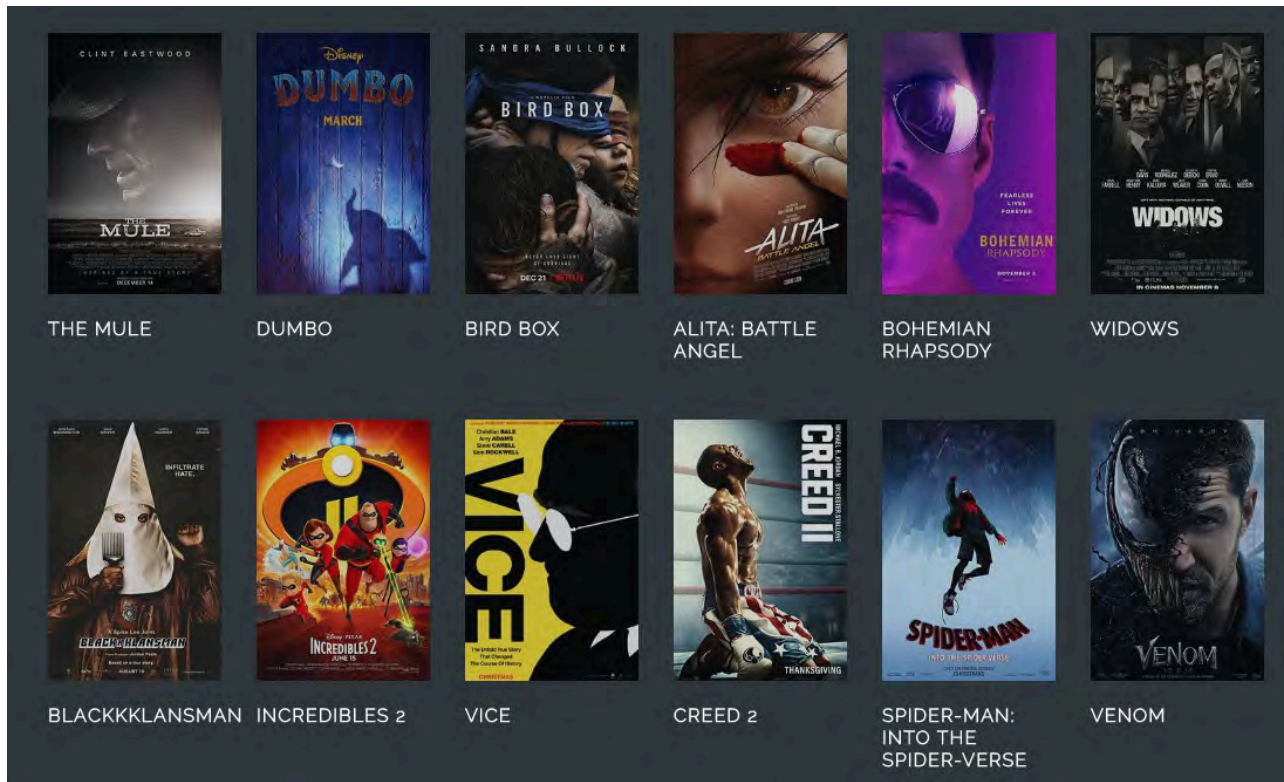
The entertainment marketing space may be wildly competitive, but Wild Card (W|C) is running away from the pack with its innovative approaches, talent-rich staff and lengthy lineup of awards and industry recognition. Producers of films, TV/Streaming, video games (and more recently, big name brands) are literally beating a path to W|C's door to tap into the firm's expertise and cutting-edge tech – and also to be a part of its trend-setting culture.

W|C creates content and experiences that entertain first and advertise second. Everything functions as an invitation for audiences to enter the world. No matter what door a viewer walks through, they are immediately on a chase to experience more and more. The worlds that W|C creates are as expansive as audience behavior dictates.

W|C is the hands-down favorite of top filmmakers. In fact, to say that W|C works with movie-making A-listers is an understatement. A few names? How about Ridley Scott, James Cameron, Spike Lee, Clint Eastwood and Steven Spielberg, to cite just a few.

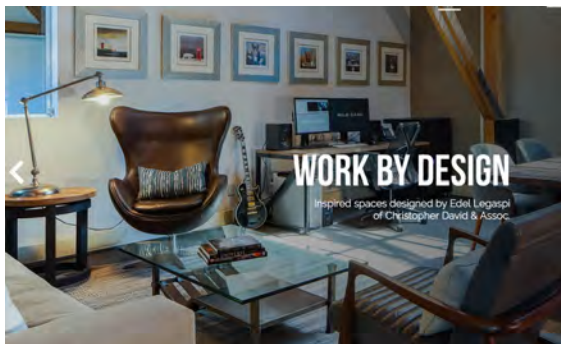
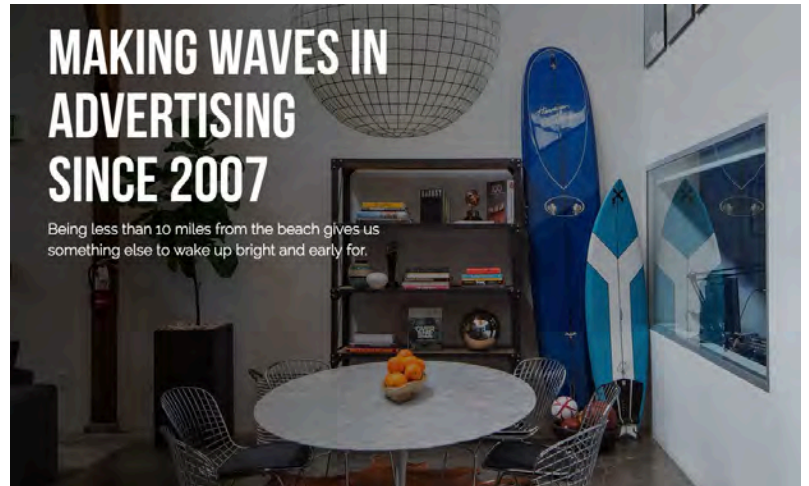
Beyond movie trailers and spots, W|C works with filmmakers in the earliest stages of a potential film's life, W|C has formed an Insights Group that generates cutting edge, data-driven insights that help inform both business and creative decision-making.

These aligned service offerings enable W|C to be a part of the entire filmmaking process, from conception, through funding, production and ultimately release.



Pushing into Gaming and Brands

There's no resting at W|C, and the company has pushed way beyond producing trailers and campaigns, and is becoming a complete, end-to-end entertainment and brand marketing agency. The company is expanding into the gaming space and is working with major brands as well (the likes of Microsoft, Nike, Apple and others). W|C is currently working with a major gaming company to become that company's marketing partner, doing everything from creating a marketing playbook, the look, logos, copy lines and just about everything else. They're also working with the leading streaming companies (think Netflix, Amazon, Hulu and Apple).



Tour W|C's state-of-the-art facilities designed by world-class architect Eric Owen Moss.

W|C's Portfolio & Case Studies



Wild Card/3 AM's 2018 reel

We build and extend multiplatform worlds that turn audiences into engaged fans.

Worldbuilding is the most effective way to create and maintain an emotional connection with audiences — to make them believe.

"The Martian" Prologue Campaign Case Study

The Challenge: Mars movies have historically struggled at the box office. So how do you build excitement about a new entry into the genre in 2015?

"The World is Watching" To launch The Martian, we worked closely with legendary filmmaker Ridley Scott and 20th Century Fox to design a months-long original narrative that would tell the story of the mission from the public's point of view. Our goal was simple: Bring the world to life with the same cultural noise of the Cold War-era space race. Additionally, create an official continuity that could include brands, publishers, celebrities, and the audience.



“Alien: Covenant” - Campaign Case Study

OBJECTIVE: Create relevance for Alien Covenant, the sixth film in the Alien franchise.

STRATEGY: Build a targeted plan to creatively reach key audiences -- old fans, millennials, sci-fi fans."



Blade Runner 2049 “Nowhere to Run”

OBJECTIVE: Energize fan audiences around a story that had been dormant for 34 years.

STRATEGY: Create an anthology of digital shorts that bridged the mythology between the first film and its sequel, setting the events of Blade Runner 2049 into motion."

Filmed on set during *Blade Runner 2049*'s principal photography, a new short film “2048: Nowhere to Run” introduces us to an outlaw Replicant in hiding, played by Dave Bautista, who has to risk everything to save an innocent life.

Leadership @ W|C



Alison Temple, CEO

Alison brings a wide breadth of experience to the award-winning agency having pioneered a completely unique theatrical film marketing model at Fox’s Creative Content Department in Domestic Theatrical Marketing, where she was part of the core team to launch campaigns for mega-franchise properties such as *Planet of the Apes*, *X-Men*, and *Avatar*. She launched her entertainment career as Head of Production for the commercial production company Motion Blur, and then at Trailer Park as Executive Producer for the Production and Motion Graphics Division. Alison currently sits on the Board of Directors for LA’s Promise Fund, a nonprofit organization that prepares LA’s students for success in college, career, and life.



Onna Frye-Mahoney, COO

As COO, Onna Frye oversees all day-to-day aspects of production, operations and facilities at Wild Card. Having joined Wild Card in 2011, Onna has an intimate knowledge of the entire company, including Finance, Operations, Accounting, and Administration. She works closely with the owners on all aspects of the business, including designing and implementing effective business operations and establishing policies and procedures that promote the company’s overall culture and vision. Her vast knowledge of the industry and passion for the company help her lead Wild Card with insight and enthusiasm.



Nick Temple, Founder

Nick Temple is Founder and Creative Director of Wild Card, the award-winning entertainment marketing company that has cut and produced campaigns for films including *Bohemian Rhapsody*, *Jurassic World*, *Blade Runner 2049*, *Spider-Man: Homecoming*, *Alien: Covenant*, *War for the Planet of the Apes*, *Atomic Blonde*, *Girl on the Train*, and *Arrival*. At Wild Card, Nick has worked to bring together a culture and a community of highly talented, creative people who love film, music and advertising.



Tara Devoux, CMO

Tara DeVeaux joined Wild Card from BBDO New York, where she was CMO. She is an award-winning marketer with two decades of experience in entertainment and brand marketing. Tara started her career at Y&R and then DMB&B where she gained great discipline and experience in CPG with marketers like Kraft and P&G. She joined Oxygen television network in '99 where she was first Director of Audience Development and then Vice President of Interactive Promotions. In 2004, Tara moved to an interactive start up, pioneering wireless campaigns for *Vibe* and *Spin Magazine*, the Elvis Presley Estate and The Grammy's®. In 2005. She joined Spike Lee's agency, SpikeDDB, and then BBDO NY, where she led integrated teams in developing innovative programs—for HBO (including the pivotal 'Voyeur' and 'Imagine' campaigns), NBA on TNT, National Geographic Channel, J&J, American Red Cross and PepsiCo—that won over 200 creative awards including 19 Pencils and 13 Lions.

Position Description:

Head of HR - Wild Card



Insights About the Role

W|C's growth and market expansion have created the need to take human resources and people leadership to the next level by putting it into the hands of a full-force HR Partner to become **Head of Human Resources** (HHR). The role could be a Sr. Director or VP Level, depending on the experience and fit, but either way, the role reports to both the COO and CEO and is both strategic as well as tactical.

W|C is principally in the talent business – selling creativity and imagination that comes from the best minds and hands in the industry. This should be music to any HR leader's ears. To date, the company has been built largely through internal growth (lots of promotion from within and recruiting from the extended networks of the team for new hires). W|C realizes that "what got us here, won't get us all the way" and has therefore created this new role for an HHR.

The HR function has essentially been working well for a 60-person creative shop. Things are operating smoothly and there are no major issues or fires that the new Head of HR will face coming in. That said, it should be thought of as building the function from an almost blank canvas. You'll be a very hands-on contributor and leader from the outset, managing a small office management and production assistance team while developing a plan and budget.

Because of its reputation and coveted position atop its highly competitive industry, W|C's creative team has always been a juicy target for poachers. Churn among the team has historically been miniscule, but retention is an area where the new HHR will be doing proactive work in Talent Acquisition, Culture, Workforce and Organizational Development and Employee Relations.

Retaining talent is an ongoing challenge as other companies attempt to poach W|C's industry leading, award winning staff. Thus, retention will be a standout item on the Head of HR's "to-do" list at W|C. This will include devising and executing an inventive strategy and plan that will convince top talent that W|C is the place they want to stay put for the long term. Motivations go way beyond simply financial incentives, so the Head of HR will need to think beyond the ordinary.

Principal Charter of the Head of HR

- **Formalize HR Processes:** Upgrade and automate systems wherever possible, while avoiding the appearance that W|C is “turning corporate” which would be antithetical to its intimate nature and highly creative workforce.
- **Talent Acquisition:** Evaluate the current approach to recruitment; create a killer talent acquisition and retention strategy and plan that gives W|C a competitive edge in attracting and keeping the best
- **HR Systems, Programs and Best Practices**
 - Own staffing plans, employee relations, compensation & benefits programs
 - Audit and envision learning & development and performance management systems
 - Define and implement effective documentation for job requirements and career paths
 - Guide management through organizational development initiatives
- **Culture:** Build on what exists today--a culture based on transparency, clear communications, progressive thinking, aggressive performance, investment in people and doing the right thing.
- **Compliance:** Ensure full regulatory compliance in areas such as EEO, Fair Labor Standards, Wage and Hour, FMLA, and others
- **Management:** Immediately and effectively provide leadership to all W|C team members and management on all day-to-day human resource, office and facilities matters. Lead by example to develop a departmental culture that establishes HR as a proactive and consultative business partner.
- **Employer Brand:** Position W|C as the most progressive employer in the space and best place to work and build an employer brand as the foundation as the framework for all that follows
- Be an “**advocate**” for employees: You have the ability to make people feel like they are truly being heard and understood; ensure that new hires are integrated effectively into the org
- Define and implement a **reporting and analytics** function within HR, and make sure that HR has access to key data.
- Work with senior management to develop effective **employee communication** programs and continue to define and refine the W|C culture.

The “Must Haves” for the HHR

- **Creative DNA & Domain Experience** – worked extensively with creative employee populations **<full stop>** More than likely out of sectors like production, creative/brand agencies, games, etc.
- **World Class Talent Acquisition** chops, forged in the fires of a highly competitive recruiting landscape; experience building a successful recruitment system with process and best practices; Ideally recruited business development and digital marketing/analytics teams
- **Well-Rounded HR Generalist:** Table stakes include payroll, Comp & Benefits, OD, Learning & Development; Ideally built an HR function from scratch; Automated processes and deployed system to facilitate company growth; Ideally been in HR at all levels w/ a passion for people
- **Strategic Business Partner:** Aligns with company and departmental leaders on key business strategies and initiatives. Beyond compliance/administrative, been part of growing the business; Demonstrated strategic thinking: able to envision, distill, communicate, develop and implement short and long-term human resource/change management initiatives.
- **Hard working and Hands-on:** Like every member of the W|C leadership team; must be a doer as well as a delegator; unquestioned work ethic

- **Culture + Environment = Retention:** You've worked at companies with a strong emphasis on culture and have a keen sense for how culture relates to recruitment, retention, professional growth and creativity. You've been the architect and builder of onboarding programs, facilities, comp & benefits, 360-degree reviews and all that is required to make W|C an even more awesome place to work
- Strong **organizational and people development** skills and experience; created growth plans for employees' future development. A true knack for identifying the things that really matter to employees.

The "Nice-to-Haves"

- Familiarity with, but ideally a **passion for movies and all forms of entertainment** and storytelling
- **Startup & Growth** stage company experience--been through the associated growing pains; Nimble and not too corporate!
- **Career Arc & High-Quality Employers:** Pedigree from fast, progressive, innovative companies and a track record of swift progression/promotion are highly valued
- Highly **organized** with the ability to prioritize in a fast-paced environment; Ideally brings stellar project management skills
- A track record of **building strong, effective teams** of people with complementary skills.
- Technologically astute with experience using HR systems and platforms.
- Outstanding interpersonal skills; demonstrated influence and diplomacy at all levels.
- Flexible and adaptable to changing business requirements.

Personality Traits – The Cultural Fit

- **Credible:** Brings gravitas and embodies the highest standards of integrity, honesty and judgment.
- **Approachable:** Not overly intense; no sharp edges and not rigid. You are a person that employees at all levels will feel comfortable coming to with their HR issues and questions; with a nurturing and coaching style; Balance between high IQ and EQ, gifted listener
- **Smart, Curious & Nimble:** High IQ and a proven "quick study" who has adapted quickly to changing technologies, models and market dynamics;
- **Confident, Polished Communicator:** Poised, outstanding written and verbal communication skills and the confidence and backbone to partner with and influence leadership while getting own teams as well as other departments to confide in and trust them; Crisp presenter who makes the data-driven business case and keeps it brief!
- **Highly Collaborative Team Player:** at W|C some of the world's most accomplished and creative leave their egos at the door... able to work with teams and is strong on follow-through.
- **Decisive and Analytical;** able to drive critical-path decisions, prioritize and resource projects and programs that will ensure success; adept at collecting and using data to improve operations and make better decisions. Comfortable with analytical tools and techniques.

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