

# Marcus East

DIGITAL, PRODUCT & TECHNOLOGY EXECUTIVE



## LinkedIn

[linkedin.com/in/marcuseast](https://www.linkedin.com/in/marcuseast)

## Website

[www.marcuseast.com](http://www.marcuseast.com)

## Address

San Francisco, CA

## SUMMARY

A transformative technology executive, investor, and advisor with a proven track record of driving large-scale digital innovation and delivering significant business value through multibillion dollar P&L ownership.

Possesses a unique perspective gained from leadership roles at both pioneering technology companies (Apple, Autodesk, Google, IBM) and iconic brands undergoing digital disruption (Comic Relief, National Geographic, T-Mobile).

Expertise spans ecommerce, digital P&L ownership, digital strategy, customer-facing technology, AI-driven innovation, and navigating complex business challenges. Actively contributes to the technology ecosystem as an investor and board member for several high-growth AI startups.

## EXPERIENCE

### **EVP, Chief Digital Officer | T-Mobile**

Spearheaded the company's digital strategy and oversaw all customer-facing technology, including the billing platform. Led major change programs at scale, significantly grew digital revenues demonstrating an ability to execute complex digital transformations that drive successful commercial outcomes.

### **EVP, Chief Product Officer & Chief Digital Officer | National Geographic**

Drove a highly successful digital transformation, evolving the organization into the world's leading social media brand by innovating with both product and technology in close partnership with the Chief Digital Officer.

### **Office of the CTO | Google**

Collaborated on solving Google's and its clients' most challenging problems, leveraging deep technical expertise to advise executives on strategic solutions with a particular focus on transformative AI.

**Technology Leadership Roles:** Held key positions at Apple, Autodesk, and IBM, building world-class technology and contributing to cutting-edge innovation.

## DIRECTORSHIP & ADVISORY

- Serves as a director and advisor to several AI-driven, high-growth startups, primarily in the healthcare and media sectors.
- Provides guidance to executives on digital transformation, IT modernization, and leveraging innovative technologies.

## PROFESSIONAL AFFILIATIONS

- Fellow, BCS (British Computer Society) Chartered Institute for Information Technology (FBCS)
- Member, Chartered Management Institute (MCMI)

## EDUCATION

### **Doctorate (In Progress):**

Pepperdine University (Research Focus: Inequity in Venture Capital)

### **Master's in Management:**

University of Cambridge, Cambridge, UK

### **Bachelor's in Management & IT**

**Degree:** London Guildhall University, London, UK

### **Latymer Grammar School,**

London, UK

## SKILLS & COMPETENCIES

- eCommerce Strategy, Operations and P&L
- Digital Strategy & Transformation
- AI & Emerging Technologies
- Customer Experience & Digital Platforms
- Technology Leadership & Execution
- Venture Capital & Investment
- Strategic Problem Solving
- Change Management
- Global Perspective

## PERSONAL

- A global citizen with a strong affinity for and network in both London and Silicon Valley.
- Dual American and British citizenship. Married for nearly a decade.
- Passionate about utilizing technology to drive positive social change.