Oscar E. Lutteroth

AGENCY EXECUTIVE
REVENUE GROWTH
PARTNERSHIPS
CREATIVE & DIGITAL
EXPERIENCE

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CORE STRENGTHS

- New business & pitch leadership
- Revenue growth, pricing & P&L ownership
- Technology partnerships & co-selling
- Executive client relationships & sponsorship
- Creative, web & CRO practice leadership
- Service-line development
- Agency operations & offshore/nearshore delivery
- M&A diligence & post-acquisition positioning

01 PROFILE

Agency executive with 25+ years growing creative, web and digital experience businesses. Generated **$3M+ in DX sales** in 2026 and built a technology partner program, anchored by Webflow and WP Engine, that has produced **$1M+ in referred deals**. As Chief Creative Officer, grew Creative, Web and CRO from **$2.2M to $8.1M** at a 40% margin. Former Partner at The Lambesis Agency. Board reporting and M&A diligence experience; bilingual in English and Spanish.

02 EXPERIENCE

Ignite Visibility

SAN DIEGO, CA · MAY 2020 — PRESENT

Performance marketing agency · grew from ~70 to 750+ employees

EVP, Strategic Solutions & Revenue Growth

APR 2026 — PRESENT

- Generated **$3M+ in digital experience (DX) sales** in 2026 year to date, leading the agency's most complex pitches.
- Lead the technology partner program (Webflow Enterprise Premier, WP Engine Strategic, Contentful, Bloomreach, Mixpanel, Wingify), producing **$1M+ in partner-referred deals**.
- Executive sponsor for franchise networks including Neighborly, Authority Brands and AFC Urgent Care; represent the agency at Webflow Conf, IFA, FGMC and FLDC.

Chief Creative Officer

MAR 2023 — APR 2026

- Grew Creative, Web and CRO revenue from **$2.2M to $8.1M (3.7x)** with full P&L ownership at a **40% margin**; raised its share of agency revenue from 8% to 11%.
- Led every web, creative and CRO pitch, winning **~70% of final rounds** and closing multiple seven-figure deals.
- Led a **40-person organization (16 direct reports)** on an operating system I built: intake, QA, pricing, resourcing and offshore/nearshore delivery.
- Executive team member: quarterly board reporting and due diligence for the Outliant and Rallio acquisitions.

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SELECTED CLIENTS

The Coca-Cola Company (DASANI, Gold Peak, Honest Tea, FUZE) · McCafé · Red Bull · SKYY Vodka · Grand Marnier · Gaggenau · Tacori · Cunard · Physicians Formula · Fisker Automotive · Amway · Neighborly · Authority Brands · Goldfish Swim School · AFC Urgent Care

EDUCATION & LANGUAGES

B.S., Business Administration
USC Marshall School of Business
Global Marketing and Information & Operations Management · Dean's Scholarship

English and Spanish (native/bilingual)

ADDITIONAL LEADERSHIP

Advisor, Grupo LUVA
Tijuana, Mexico · 2019 – Present

Board Member, The One Club for Creativity San Diego · 2021

SVP, Creative & Web Development AUG 2022 — MAR 2023

- Beat stretch sales goals by **20%+** while holding gross-profit benchmarks; Q1 2023 bookings topped **50% of the annual goal**.

VP, Creative & Web Development DEC 2020 — AUG 2022

- Grew department revenue **253% YoY in 2021** and **97% in 2022**; rebuilt pricing into a recurring-revenue (MRR) model.

Creative Director MAY 2020 — DEC 2020

- Launched the creative and web division, generating low six-figure revenue in its first six months.

The Lambesis Agency

LA JOLLA, CA · 2011 — 2019

Partner / Executive Director, Interactive JAN 2016 — OCT 2019

- On the leadership team accountable for growth; owned interactive across e-commerce, email, social, PPC and SEO.

Director of Interactive JAN 2013 — DEC 2015

- Directed interactive strategy, creative and production across web, CRM, display and search; rebuilt workflows.

Director of Interactive Production MAY 2011 — DEC 2012

- Grew digital client billings **60% YoY**; owned estimating, timelines, UX and vendor management.

Earlier career

2008 — 2011
Digital Strategist / Producer
ParkerWhite
Medical, health and wellness brands: Scripps Health, Illumina, Edwards Lifesciences

2004 — 2008
Creative Director & Co-Founder
Nite Owl Design
Agency founder; built new business with Red Bull North America and Nissan Design America

2003 — 2008
Consumer Product Development
CMLL Lucha Libre
Brokered a five-year licensing deal with Warner Bros. Consumer Products across Mexico