



ERIC GRACIANO

CREATIVE & STRATEGIC LEADERSHIP

Address:

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MY OBJECTIVES

"To positively impact the world,
word by word.

-sustainability

Punch by punch,

[cutting through the noise]

separating ourselves from the bunch."

-storytelling

PERSONAL

Age // 35 years.

Values // Honesty. Passion. Curiosity.

Motivation // Sustainability & Innovation.

Philosophy // Taoism.

SKILLS

Marketing Strategy

Storytelling

Collaboration (Mgmt)

Business Dev.

Resourcefulness

EQ & Intuitiveness



miro

STRENGTHS

Creativity

Reliability

Communication

Leadership

LANGUAGE

English

Spanish

Culture*

EXPERIENCE

Jan 2018 - June 2021
MULLEN TECH.

VP OF MARKETING & INNOVATION

Support the creation of the automotive division within Mullen Technologies. Lead and managed the launch of the K50 Electric Sports Car & co-spearheaded OTTAVA EV brand (Q4 2021 launch).

Dec 2015 - Dec 2017
FISKER INC.

DIRECTOR OF MARKETING & CREATIVE

Taking on the challenging task of creating substance with relatively no resources at all. Lead marketing and creative while helping Henrik Fisker with VLF Automotive, Fisker Design, HF Lifestyle & THS.

Jan 2014 - Aug 2021
BLUE LION CREATIVE

FOUNDER & CREATIVE DIRECTOR

We focused on marketing consulting, video production, animation, AR & experimental marketing. Among our clients: Stefan Johansson (F1/IndyCar Driver & Artist), BAC, Fisker, The Hybrid Shop, H-D.

Jan 2012 - Jul 2016
AUTONOTASTV

CO-FOUNDER & CREATIVE DIRECTOR

I went from knowing nobody to meeting the different players in the automotive industry (OEM Execs, SuppliersDesigners, Culture Influencers, Collectors, but most importantly fans & customers as we all play a role in shaping the market. I wore many hats: writing, directing, producing, operations, business development, marketing

EDUCATION

Malibu, USA (2012)
Pepperdine
University

INTERNATIONAL BUSINESS & MARKETING

DSP Founders (Alpha Class)

American Marketing Association

Entrepreneurs Club (Founders)

Transfer Student Mentor

Sports Business Association

Soccer Club (Athlete)

Shanghai, China (2011)
Fudan
University

INTERNATIONAL BUSINESS

Living, studying, and working in the megacity of Shanghai, China, played an important role in my development as an individual, professional, and most importantly, a citizen of the world.

*IIE Ranked Pepperdine #2 in the Nation for Study Abroad Participation.

MEMBER OF

SUMMIT.co
NALIP.org

Classic Car Club
The Motoring Club

Pepperdine Associates
NeueHouse

MPG

INTERESTS

FAMILY

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ART

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POETRY

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FILMMAKING

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FITNESS