

ERIC GRACIANO

CREATIVE & STRATEGIC LEADERSHIP

Address:

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MY OBJECTIVES

"To positively impact the world, word by word.

- sustainabilit

Punch by punch,

[cutting through the noise] separating ourselves from the bunch."

- storytelling

PFRSONAL

Age // 35 years.

Values // Honesty. Passion. Curiosity.

Motivation // Sustainability & Innovation.

Philosophy // Taoism.

SKILLS

Marketing Strategy Storytelling Collaboration (Mgmt) Business Dev. Resourcefulness EQ & Intuitiveness



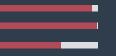
STRFNGTHS

Creativity
Reliability
Communication
Leadership



LANGUAGE

English
Spanish
Culture*



EXPERIENCE

Jan 2018 - June 2021 MULLEN TECH.

Dec 2015 - Dec 2017 FISKER INC.

Jan 2014 - Aug 2021 BLUE LION CREATIVE

Jan 2012 - Jul 2016 AUTONOTASTV

EDUCATION

Malibu, USA (2012) Pepperdine University

Shanghai, China (2011) Fudan University

MEMBER OF

SUMMIT.co NALIP.org

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).

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.

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.

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 importatly fans & customers as we all play a role in shaping the market. I wore many hats: writing, directing, producing, operations, business development, marketing

INTERNATIONAL BUSINESS & MARKETING

DSP Founders (Alpha Class)

Entrepreneurs Club (Founders)

Sports Business Association

American Marketing Association

Transfer Student Mentor

Soccer Club (Athlete)

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.

 ${}^{\star}\text{IIE}$ Ranked Pepperdine #2 in the Nation for Study Abroad Participation.

Classic Car Club The Motoring Club Pepperdine Associates NeueHouse MPG

INTERESTS

FAMILY // ART // POETRY // FILMMAKING // FITNESS