



# Oisín Lunny

**Digital & Social Media Consultant with over 21 years experience.**

Oisín has acted as the UK Managing Director and Marketing Director of the worlds largest Social Space for teens, Habbo Hotel.

Oisín has also been Global CDN Product Manager for Media Services at Europes largest Network Operator, independent Digital and Social Media Consultant and now Senior Market Development Manager.

His experience includes Global Management and Board Level roles, in addition to marketing, product development, strategy and sales.

## Meteor, National Irish Mobile Network Operator

*"We found Oisín very creative and very commercially focused. He has a wealth of knowledge coupled with great networks and a lateral way of thinking. Would highly recommend Oisín to anyone looking to do something different online."*

*Meadhbh Quinn, Head of Marketing Communications, March 2011*

**meteor**<sup>TM</sup>  
your social network



### Senior Market Development Manager, OpenMarket (2011)

OpenMarket operates a leading global mobile transaction hub offering a comprehensive set of payments, messaging and emerging services to enterprises, merchants and developers. Oisín delivers OpenMarket's growth plans in the UK, assists with cross-territory opportunities and Market Development in other territories. Oisín also represents OpenMarket within the market place, providing leadership and building high-level relationships across a broad spectrum of the industry.



### MD & Acting Marketing Director Sulake UK & Ireland (2009-10)

Sulake are owners of the worlds largest MMO / Virtual World for teens, Habbo Hotel, with over 200m registered members and 100,000 new signups every day. Oisín lead the UK country team & managed local P&L, HR & weekly KPI reporting. He established partnerships with companies such as MTV, Disney, Universal, EMI, BBC, ITV, BITC, AWAL, Edge Learner Forum. Managed online marketing budget, Facebook user acquisition strategy and local adsales team to hit revenue targets.



### Global Product Manager, CDN, Online Distribution & Media Services at Interoute Communications Limited (2005-2008)

Interoute are owners and operators of Europe's largest and most advanced voice and data network. The online distribution and media services portfolio includes CDN services, software distribution, video on demand, live streaming, DRM, managed file transfer, and content security.

Oisín was responsible for: new product strategy, rollout, product updates, marketing, PR, conference activity, Release To Market, global rollout, sales support, driving P&L, forecasting & reporting.

### Technical Vice President at Video-C Limited (2002-2005)

Video-C were one of the first companies to offer B2C content aggregation of music video content to web and mobile partners such as Apple, O2 and Ericsson Mobility World. Oisín was responsible for product management, HR & recruitment, optimising workflows, partner relationships & agreements, technical infrastructure, portal design, strategic planning, technical implementation and reporting. Promoted to Technical VP and joined the Board of Directors.

### Account / Project Manager at Hypnosis Media (1999-2002)

Hypnosis Media were a full service agency providing online consultancy, design and build services to major record labels and blue chip clients such as Universal, AIG, EMI, Sony, Warners etc. Oisín built on existing client relationships to generate additional revenue, established strategies for new business development, and managed RFPs. Oisín also project managed large-scale web developments, recruiting developers to fulfill new projects, and acted as a facilitator between clients and staff.



*"Oisin acted as the main day to day contact between The QuickTime Team and Video-C on both a technical and content level for three years. During this time he brought fantastic content opportunities with which we were able to drive all of the parties' mutual agendas. Oisin is a pioneer in new technology initiatives - as evidenced by the work we shared. We found him to be 110% committed, enthusiastic and good fun to work with."*

*Glenn Bulycz, Sr. Mgr. QuickTime Marketing, Apple*

### Spokesperson activity:

- \* Streaming Media Europe 2006 (London)
- \* Radio At The Edge 2006 (London)
- \* British Music Week 2006 (London)
- \* World Telemedia 2007 (Amsterdam)
- \* Streaming Media Europe 2007 (London)
- \* VON / Video On The Net 2007 (Rome)
- \* BBC Technology News 2007 (online interview)
- \* World Telemedia 2008 (Budapest)
- \* Telecoms Fraud and Network Security 2008 (Amsterdam)
- \* IIR Next Generation TV 2008 (Madrid)
- \* Informa Convergence Summit 2008 (Amsterdam)
- \* Radio & Web Summit 2008 (Zaragosa)
- \* NAB 16th Annual European Summit 2008 (London)
- \* CNN Business News – July 2008 (live interview)
- \* Streaming Media Europe 2008 (London)
- \* The Observer Business, New Media Age, Irish Post Business (print)
- \* Stockholm International Film Festival 2008 (Stockholm)
- \* Facebook Developers Garage "Real Money from Virtual Worlds" Feb 2009 (London)
- \* Use8 "Usability in Social Networking Services" Feb 2009
- \* World Telemedia 2009 (Malta) April 2009
- \* Netimperative: Social Media Engagement Seminar May 2009 (London)
- \* You Are In Control, September 2009 (Reykjavik)
- \* Kids in Games & Virtual Spaces, October 2009 (London)
- \* Mobile Web and Apps, October 2009 (London)
- \* Immersion May 2010 (London)
- \* 1Goal May 2010 (London)
- \* LikeMinds June 2010 (Helsinki)
- \* Trigger Creative Conference July 2010 (Borlänge)
- \* IMRO Music In Film & TV Seminar August 2010 (Dublin)
- \* MGaming Summit June 2011 (London)
- \* Trigger Creative Conference July 2011 (Borlänge)

### Consultancy activity (2010 / 2011)

- \* Social Media workshop with EMI (Ireland)
- \* Social Media strategy advisor for Meteor (Ireland)
- \* Social Media strategy consultant for Visit Finland (with LikeMinds)
- \* Event / branding research for Frukt Communications (UK)

### Contact details:

+44 7740 819 480  
oisinlunny@me.com

### Full CV and further recommendations:

[www.linkedin.com/in/oisinlunny](http://www.linkedin.com/in/oisinlunny)

