



# Oisín Lunny

21 years experience in content and technology.  
Global Management and Board Level roles.  
Social Media consultant with background in Virtual Worlds, Facebook Apps, Music, Media, Networks, B2B technology products, B2C Content services.

## Music experience

**Record deals** with Talkin' Loud / Universal, Pussyfoot, Independiente / Sony, A&M, More Rockers.

**Publishing deals** with Warner Chappell, Island Music, Seeca.

**Toured with** Depeche Mode & U2.

**Collaborations:** Bono & Adam Clayton, Shara Nelson, DJ Premier, Sinead O Connor. Beth Orton.

**Mixing/Remixing:** David Grey, Sharon Shannon, The Starseeds, Baz, Ted Barnes, Marie Glad.

**DJing:** Electric Picnic 2010, Bestival 2009 & 2008, Camp Bestival 2009, Beachdown, Global Gathering, Homelands, Ammo City, Feel No Pain, 110th St., P.R.A.I.S.E., The Social, The ICA, The Morrison, Shortwave, BBC Radio One (Mary Anne Hobbs Breezeblock), Power FM, Peel Sessions box set 2009.

**Film music:** Men Of Arlington, Human Traffic, Derailed, The Mean Machine, I Want Candy, The Waiting Room, Peaches, A Room For Romeo Brass, This is My Father, Alpha Male.

**Music for TV & Radio:** RTE ONE audio branding & idents, Sky Broadband, Northern Bank, Bank Of Ireland, BBC 1 World Cup Cricket, European Cup Football, Children in Need, BBC 2 Sophie Grigson's "Eat Your Greens", Ground Force, The Real Hustle, bank of Mum & Dad, Channel 5, TnaG Station Idents, MTV European Music Awards 1999 Idents, MTV Real World 2008-2010, ITV London Fashion Week, Rick Stein's "Fresh Food", Sky One/ Sports, BBC Radio 1 Pete Tong "Club Country", Chris Moyles.

## Technology experience

### \* 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. I was responsible for: Leading the UK country team. Managing P&L, HR, reporting. Establishing partnerships with companies such as MTV, Disney, Universal, EMI, BBC, ITV, BITC, AWAL, Edge Learner Forum . Managing six-figure online marketing budget and strategy. Driving Adsales revenue.

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

Interoute are owners and operators of Europe's 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. I 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. I was responsible for product management, reviewing staffing, workflows, content relationships, technical infrastructure, portal design and partner agreements, strategic planning, technical implementation and reporting. I was promoted to Technical VP and joined the Board of Directors in recognition of my performance.

### \* 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. The role included building on existing client relationships to generate additional revenue, establishing strategies for new business development, identify, managing and completing RFPs, project managing large-scale web developments, recruiting and managing teams of developers to fulfill new projects, acting as buffer and motivator between clients, developers and designers.

## Contact / links

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

MySpace:  
[www.myspace.com/oisinlunny](http://www.myspace.com/oisinlunny)

Music Production Company:  
[www.lifebloodproductions.co.uk](http://www.lifebloodproductions.co.uk)

Facebook:  
[/LifebloodProductions](http://LifebloodProductions)

Photography:  
[www.flickr.com/photos/oisinlunny](http://www.flickr.com/photos/oisinlunny)

Blog and podcast archive:  
[www.oisinlunny.com](http://www.oisinlunny.com)

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## Awards

Digital Music Award Winner 2005

World Communication Award  
Winner 2006

World Communication Award  
Finalist 2007

International Webcasting Award  
Winner 2007

Interoute Sales Supporter of the  
Year Winner 2006

Hot Press Who's Who in Music  
2005, 2006, 2008, 2009, 2010

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## Judging

Digital Music Awards 2006, 2007,  
2008, 2010

Music Week Awards 2010

Robin Hood Tax Film Award 2010

## Selected Consultancy Roles

- \* Social Media and Virtual Worlds workshop with EMI Ireland, 2011
- \* Social Media Strategy advisor for Meteor, Irish national mobile operator, 2010
- \* Social Media strategy consultant for Visit Finland (LikeMinds) 2010
- \* Event / branding research for Frukt Communications, 2010
- \* Music consultancy for "SoulBoy" Motion Picture soundtrack 2010

## Conference activity / interviews / other

- \* 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 (Zaragoza)
- \* NAB 16th Annual European Summit 2008 (London)
- \* CNN Business News – July 2008 (live interview)
- \* Streaming Media Europe 2008 (London)
- \* Irish Post Business profile October 2008
- \* 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)