

DUSTIN O'NEILL

Creative Director · Executive Producer · Experiential Strategist
dunkin@fhdesigngroup.com · +1 650 274 5778 · dustinoneill.com

PROFILE

Experiential executive and creative director with 25+ years leading global brand activations, product launches, and executive programs across luxury automotive, technology, and cultural sectors.

Known for translating complex ideas into high-impact environments — combining creative direction, operational leadership, and technical systems thinking to deliver at scale. Trusted by C-suite stakeholders to lead multi-market programs from concept through execution.

Equally comfortable presenting in the boardroom or leading production teams on-site at 2am.

EXPERIENCE

Founder & Creative Director · Fountainhead Design Group | 2001 – Present

Founder of an experiential platform delivering strategy, design, and full-cycle production for global luxury and enterprise clients. Full ownership of creative, operational, and financial execution across all engagements. Proven track record executing multi-market experiential programs across North America and Europe, managing cross-functional teams and complex vendor ecosystems

- Late Night w/ NTT — annual executive hospitality program at PTC (Hawaii) and Datacloud Global Congress (Cannes)
- The Daily Wire — Cannes Lions marketing program including venue takeovers and executive programming (2026)
- Ironclad Live Tour — multi-city production tour
- Drako Motors MCW — global EV debut activation, Monterey Car Week

Promoter Rep · Outback Presents | 2023 – 2026

On-site promoter rep for national headlining comedy and music tours. Advanced tour stops, coordinated vendor and labor logistics, and tracked show financials.

- Shane Gillis, Mark Normand, Jim Gaffigan, Bored Teachers

Partner & Creative Director · SAVA Creative Group | 2023 – 2025

Co-led creative and production for immersive brand activations and enterprise hospitality platforms. Managed creative teams, vendor ecosystems, and executive client relationships.

- Red Bull Jukebox — large-scale interactive activation
- Heads Up Nashville — city-wide consumer experience
- Late Night NTT (Hawaii) — executive hospitality platform

Creative Director · Streamline Event Agency | 2021 – 2023

Led experiential strategy and full-cycle execution for luxury and enterprise clients. Directed interdisciplinary creative teams from concept through fabrication and on-site installation.

- Pininfarina — Monterey Car Week activation
- Chick-fil-A Next — next-generation concept experience
- Carrier NDC — national dealer conference production

Executive Producer · Ducati North America | 2018 – 2020

Managed national experiential campaigns, multi-city tours, and global racing hospitality platforms across the U.S. and international motorsport venues.

- IMS Tour 2018/19 — national multi-stop dealer and consumer tour
- Ready 4 Red Tour 2018–20 — three-season national campaign
- Ducati Island — MotoGP and World Superbike hospitality platform

Executive Producer · Lamborghini North America | 2014 – 2016 & 2018 – 2019

Directed North American experiential marketing including global vehicle launches, executive summits, and national customer drive programs across the U.S. and Canada.

- Centenario Global Launch — worldwide debut event
- URUS Launch Platform — US (Detroit) and Canada (Toronto) simultaneous launches
- Monterey Car Week Platform — annual flagship presence

Experiential Director · Faraday Future | 2016 – 2018

Built and led the end-to-end experiential platform for the company's first vehicle launch — assembling internal teams, agency partners, and production vendors while aligning marketing, product, and executive strategy.

- CES 2017 — global FF91 vehicle reveal
- FF / Penske Formula E — partnership activation and racing program for international Formula E race series

Creative Producer · Frost Production | 2010 – 2014

Led a team of 35+ creatives and production staff. Built and scaled the agency's corporate and social event division into New York's premier market.

- The MET Gala — three consecutive years
- Manhattan Cocktail Classic — annual flagship production

Production & Video Designer · Broadway & International Opera | 2000 – 2010

Designed narrative environments for stage and opera, building large-scale worlds under rigid physical and budget constraints. Resident Set Designer at American Conservatory Theater.

- Guys and Dolls (Broadway)
- Story of My Life (Broadway)
- Faust (New York & London)

TECHNOLOGY & SYSTEMS

Technology is a core extension of my production approach — not a parallel skillset.

Creator of EvA, a custom-built operational platform designed to manage budgets, teams, assets, and workflows for complex experiential projects. Built from real-world production needs and developed into a subscription SaaS product.

Languages: PHP, HTML, CSS, JavaScript

Frameworks: Laravel, Livewire, Alpine.js, Tailwind

Databases: MySQL

Design: Vectorworks, SketchUp, 3DS Max, VRay, Adobe CC

EvA — Operational platform built from the ground up to bring financial transparency, structured collaboration, and executional clarity to complex live productions. Subscription SaaS model; launch-ready. eva-app.com

SELECT IMPACT

- Led global vehicle launches and experiential platforms for Lamborghini, Ducati, and Faraday Future
- Produced flagship executive hospitality programs at Cannes Lions and PTC Hawaii
- Managed national tours and multi-city campaigns across U.S. and international markets
- Built and led teams of 30+ across creative, production, and logistics

EDUCATION

BFA, Production Design · Boston University Boston, MA · 1996 – 2000

Graduate, Italian Culinary Academy

SELECT CLIENTS

Lamborghini · Ducati · NTT Global Data Centers · Faraday Future · Drako Motors · Red Bull · Pininfarina · Chick-fil-A · Carrier · Samsung · Louis Vuitton · Prada · Vogue · The Daily Wire · The MET