



Let's Connect

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 Marcus East

 @marcuseast

Driving Digital
at some the world's
top brands.

Biography

Marcus Delano East

Digital technology and product leader

About

Marcus is a digital technology and product leader with a passion for driving positive change through the use of technology — a love affair that started when he was taught to program in elementary school at the age of nine.

Since then, he has built a reputation for being a **'creative technologist,'** someone who enjoys solving difficult problems in innovative ways, whether they are complex business challenges or life-changing social issues.

Business Experience

He has spent one half of his career working for top technology companies building world-class technology (**Apple, Google & IBM**) and the other half helping brands to harness the power of technology to drive business value — including **Comic Relief, Marks and Spencer, National Geographic and T-Mobile.**

Today he is SVP & Chief Digital Officer at T-Mobile USA, America's supercharged "Un-carrier" delivering an advanced 4G LTE and transformative nationwide 5G network that offers reliable connectivity for all.

Marcus attended **The Latymer Grammar School in London** and subsequently read for an honors degree at the London Metropolitan University majoring in Management & Information Technology, and a Master's in Management (major in Social Enterprise) from the University of Cambridge.

He is a **Fellow of the BCS** (British Computer Society) Chartered Institute for Information Technology (FBCS) and a Member of the Chartered Management Institute (MCMI). **He is an Expert in Residence for the University of Oxford Foundry.**

Passion for technology

Over 25 years of experience as a digital and technology leader

Skills Key Areas of Expertise



Product & Technology Leadership

Leading the definition, design and delivery of powerful user experiences built on highly scalable, secure and performant tech architectures



Driving Digital Strategy

Establishing effective digital operating models and business models



Digital Marketing

Driving customer acquisition and engagement using SEM and SEO



Commercial Management and Negotiation

Driving commercial success and ROI through collaboration and communication



Major Program Delivery

Reliably delivering value streams through Agile and SAFe methodologies



People Management and Leadership

Designing, building and leading high performance teams at enterprise scale

Personal More About Marcus

Before moving to the United States he was an elected councillor for the London Borough of Enfield, representing Chase Ward. Today, he lives in San Francisco with his wife and their cat, Cesaré and puppy, Bella. In his spare time, he enjoys watching soccer, building computers, investigating tech for social good, artificial intelligence and traveling to unusual and exotic places around the world.

