

Executive Profiles



Mike Germano
CEO, CO-FOUNDER

Mike Germano is the CEO of Carrot Creative, a new media agency located in DUMBO, NY or as he calls it, New York's "Digital District". Through his work at Carrot Creative, Mike has been able to provide his expertise to leading brands such as MLB.com, NFL, Crayola and The Onion, providing strategic insight on how these companies can enhance their social media presence and online identity. Noted for taking stands against traditional agency models, he is highly sought after for his rousing keynote speeches and heated panel debates. Mike has spoke at multiple events across the country including OMMA Social, Digiday, Blogs with Balls and The Web Community Conference. He has given presentations to corporations at all levels from Chairman on down to university lectures. Mike's most impressive achievement was his ability to use social media in his political campaign in 2006 where he became one of the youngest elected officials in the nation. He has channeled his knowledge and expertise of politics into currently holding advisory positions in campaigns across the nation.



Kyle MacDonald
CHIEF TECHNOLOGY OFFICER

As CTO, Kyle MacDonald is tasked with keeping Carrot Creative on the cutting edge. With a love for creative problem solving and emerging technologies, Kyle has led remarkable online efforts for brands such as MLB, Ford Motor Vehicles and Pepsi Co. By blending a background in both design and computer science, Kyle is able to inform Carrot Creative's work from a well rounded place and continues to test the limits of technology. With experience in nearly all platforms, Carrot Creative is able to deliver creatively executed, technologically exceptional and compelling web experiences under the leadership of it's Director of Technology. With a wide array of technological skills, which include experiences with both Systems and Programming, Kyle is able to lead Carrot Creative in executing unique work in all digital spaces. Further, through a deep love for open-source technologies, Kyle has been able to efficiently modify Carrot's approach working online.



Chris Petescia
**CHIEF PRODUCT OFFICER,
CO-FOUNDER**

Chris manages the design and production staff at Carrot Creative, serving as a mix of Art Director, and User-Experience Architect for functionality and process. Chris draws insight from years of experience and involvement with engaging and empowering online communities such as the Disney, Ford, MLB, Crayola, and several major musicians and bands. In addition, Chris was an adjunct professor at the Rochester Institute of Technology, teaching Graphic User Interface & User Experience to graduate-level students. Chris brings design experience ranging from brand development to multi-layer application interfaces to expansive work with major bands and musicians, and has over a decade in experience designing for the web. Chris has a keen understanding of the psychology behind design and insight to user/consumer/fan-perspective, which powers many of Carrot Creative's most successful projects.



Darryl Ohrt
EXECUTIVE CREATIVE DIRECTOR

After an extensive career in the music industry, Darryl founded his own agency Plaid in 1996, and grew the firm to receive unprecedented industry recognition and fame. In 2010, Darryl sold his agency to MDC Partners agency Source Marketing, and re-branded as Humongo, winning work with clients like Timex, Marc Ecko, Janet Jackson, Katy Perry, Sony Music, BIC and Crayola. Darryl has been active in social media since its existence, creating what is now one of the most widely read blogs in the business, Brand Flakes for Breakfast, the first ever social media road tour HumongoNation, and boasts an influential Twitter following and speaker schedule. In 2011 Darryl left Humongo and Brand Flakes for Breakfast to join Carrot as Executive Creative Director, where he leads the agency's creative and strategic digital efforts. Darryl simultaneously joined industry veterans Bill Green and Angela Natividad to form the Adverve blog, an offshoot of the popular ad industry podcast. Darryl is also a regular guest on the program, and remains an influential voice in the social media, ad and creative industry.