

# Manolis Perrakis

## Innovation Director

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### Bio:

Manolis Perrakis is an experienced Innovation Director and Creative Technologist with a 15+ year track record of driving product innovation and leading cross-functional teams across global markets, including Dubai, Hong Kong, and Singapore.

He has a proven ability to inspire and guide teams towards achieving common goals, resulting in the successful launch of multiple innovative products and experiences.

He excels at bridging technology and creativity to develop and launch impactful products and experiences. Manolis has collaborated with leading brands such as Samsung, HUAWEI, and Google Cloud, consistently delivering cutting-edge solutions that merge technology and creativity.

With a background in product development and creative direction, Manolis has a strong understanding of user experience and a passion for emerging technologies.

He is a proven problem-solver with a track record of identifying market opportunities and translating them into innovative products. These include Luna AI, an AI-powered retail agent; PlusConnect, a blockchain-based networking platform; the Mercedes/ZF hardware solution; and Crafted by My Heart, an innovative in-house jewelry startup.

As the founder of ATO, an AR blockchain art social network and Dim Sum Labs, Hong Kong's first hackerspace, he actively fosters a collaborative and entrepreneurial spirit.

Manolis is dedicated to making a global impact through technology. He is eager to leverage his expertise and vision for the future of AI, machine learning and blockchain technologies to create innovative products and services that have a purpose and positive impact to our society.

### Areas of Specialization:

Research and Development (R&D), Product Development and Management, Digital Creative Direction, Creative coding and Hardware hacking

### Advanced Knowledge of Computer Programs:

Notion, Figma, Stable Diffusion, Photoshop, Illustrator, In-Design, Blender, Runway ML, 3D Studio, SketchUp, PremierePro, After Effects, Audacity, Unity, Unreal Engine, Processing, Arduino IDE, TouchDesigner, MaXMSP, Portal II,...

## Computational/ non-Computational languages:

JavaScript along with various frameworks and libraries, React Native, HTML, CSS, NodeJS, PHP, Java, C#, Python.

## Work Experience:

### **We Are Social 2021 - present** - *Innovation Director*

Leading the innovation department at WAS Singapore and across the region, with responsibilities spanning product development, thought leadership, and client consulting.

### **ATO 2020 - 2021** - *Founder*

I founded a groundbreaking augmented reality social network, empowering artists to exhibit their blockchain-based artworks in spontaneously organized public augmented reality exhibitions.

### **Ogilvy 2017 - 2021** - *Head of Creative Technology*

### **DDB 2012 - 2017** - *Creative Technologist / Creative Director*

My main role at DDB was Concept Development and introduction/implementation of emerging technologies.

### **Freelance - present** - *Creative Direction, Development & Design*

Worked as a freelance Creative and Developer since 2005 for various clients such as BBDO, Leo Burnett, BP, World Courier, NecesCity, EasyKnit and Wheel2Wheel to name a few.

### **BBDO Proximity 2011** - *Creative Direction*

Contracted as Creative Director: worked for clients, pitching for various projects. My primary focus was Mission Hill which was also their main digital account.

### **Leo Burnett ARC 2010** - *Actionscript 3.0 Development & Digital Consulting*

Contracted as Developer and digital consultant. Main accounts were IKEA & MSF amongst others.

### **BP Ltd., London 2005-2008** - *Web Development & Design*

Member of the BP web department. The job included web development and design.

## Education

### **United Kingdom - July 2019** *MA Visual Arts: University of the Arts London:*

*Camberwell College of Arts*

### **United Kingdom - July 2005** *Qualification in Web Design – Graphic Design*

East London Advanced Technology (ELATT)

CIT Module III – Computer Art and Design

CIT Module 124 – Global Communication

CLAIT plus unit 15 – Web Animation Solution

### **Germany- September 2004** *Degree in Art & Design*

Staatliche Kunstakademie Düsseldorf

Under Professor Tony Cragg (winner of the 1988 Turner Prize) 1998 - 2000 and

Professor George Herold 2000 - 2004

Training in the Fast Silver Video Editing System

**Greece - September 1998** *Foundation in Art & Design*  
"Plakas" Art Foundation School

*Publications & Thought Leadership:*

**LBB**

[Ais impact on advertising 2025 predictions](#)

**Marketech APAC**

[What's next in marketing from ai agents to beyond LLMs](#)

**Why the GPT store is shaking up the app economy and what it means for brands**

[Campaignasia](#)

**WTF is a GPTathlon and what does it tell us about marketing?**

[Campaignasia](#)

**AI agents: The new frontier for brand engagement?**

[Campaignasia](#)

**ChatGPT maker OpenAI to open office in Singapore.**

[Campaign live UK](#)

**We Are Social is using ElevenLabs text-to-speech tech to give chatbots a voice**

[The Drum](#)

**ChatGPT is already impacting our client work—here's how**

[Campaignasia](#)

**Ars Electronica 2019** *ISBN: 9783775745765*

Out of the Box. The Midlife Crisis of the Digital Revolution.

**From Tool to Autonomous Agent.**

**Investigating the Present and Future of AI as a Creative Tool for Artists**

[Research paper](#)

**The Field Guide to Hacking** *ISBN-13-978-988-79397-0-2*

A collection of projects developed by artists, makers and hackers, based in Hong Kong and China.

**Campaign Asia** *ROAD TEST VR gets a boost with Oculus Rift DK2*

<https://goo.gl/Op7OzD>

**SCMP** *Hong Kong hackerspace movement lets children learn by creating*

<https://goo.gl/7vNoZQ>

**TVB** *Hong Kong maker movement*

<https://goo.gl/wcG2Db>

**Echo Magazine Vol.79** *Constructing and Deconstructing a Hackerspace*

<https://goo.gl/412Zg7>

**FARBJAHR** *Jahrbuch der Kunstakademien 2003* ISBN 3-9809475-0-5

Annual publication featuring the work of one art student from every German Art Academy

*Lectures & Workshops:*

**Runway, HAGIA, Panel Discussion 2024** *Present and future of AI video generators*

**The Marketing Society 2023** *Changemakers Ignite - panel discussion on genAI*

**Gamefluencers - Their Power and Potential** *Fireside Chat*

**Sonar 2018 Hong Kong** *Soldering Workshop*

**MakerFaire Shenzhen 2017** *Lasercut Chinese Lanterns workshop*

**City University Hong Kong 2016** *Hacking and the AD industry*

**SCAD UNIVERSITY HK 2015** *Introduction to 3D printing technologies*

**MICROWAVE Festival 2015** *Soldering Workshop*

**DIMSUMLABS HACKERSPACE** *Screenprinting electronics, Introduction to Blender, Arduino workshops, MaxMSP workshops*

**THE INNOVATION LAB** *Welcome to the Matrix: how VR is changing the marketing game, 3D printing: from tech gimmick to a marketing tool*

**Sonar 2017 Hong Kong** *Sound Swarm Workshop*

*Foreign Languages Spoken:*

English, German, Greek (mother tongue)

*Exhibition Record:*

**2019** "ARS Electronica" - *group show*

**2019** "UAL Summer Show" - *group show*

**2019** "Sonar HK" - *interactive art installation*

**2018** "Design Trust Pop-up show" - *group show*

**2018** "Sonar HK" - *workshop*

**2017** "Sonar HK" - *workshop and show*

**2015** "Microwave New Media Arts Festival " - *group show*

**2015** "Noise" - *group show*

**2011** "Museum Wiesbaden" - *group show*

**2010** "Speedshow" - *group show*

**2004** "Rundgang" - *group show*

**2004** "Airport Art II" - *group show*

**2004** "Intershop" - *group show*

**2004** "TV povera" - *group show*

**2003** "Rundgang" - *group show*

**2001** "SLY" - *group show*

**2000** "Rechtsanwälte" - *group show*

**2000** "Rundgang" - *group show*

**1999** "Bittweg" - *group show*

**1999** "Rundgang" - *group show*