
CHRIS CORNEY

Analytics | Data & CRM | Experience | Strategy

+66 (9) 4678 9777
cjcorney@gmail.com
[LinkedIn Profile](#)

– Profile

Over ten years experience covering the EMEA and APAC regions with strong digital marketing expertise in strategy, data, CRM, marketing automation, analytics and experience.

I've led multi-disciplinary teams to produce award-winning projects for the most influential brands in the world including Unilever, Sony, Cisco, Nike, Microsoft and Intel.

I develop engaging experiences across the multi-channel landscape, using data to build personalities and help bridge the gap between brands and their customers through technological and strategic innovation.

– Skills

STRATEGIC

- Subject matter expert on Data, Analytics and CRM.
- Leadership and mentoring of cross-functional and regional teams, often within a matrix-reporting environment.
- Driving marketing best practices and influencing client thinking using a mix of analytical and creative methods.
- Ability to think laterally and find solutions to marketing problems.
- Public speaking engagements and article writing.

TECHNICAL

- Data Analysis and visualiation.
 - Marketing Automation & CRM Power User.
 - Experienced user of Web & Social analytics tools.
 - Solid grasp of web technologies including HTML5, CSS3 and JavaScript (jQuery) in addition to design software including Adobe Creative Suite.
 - Sound knowledge of Project Management principles, UX, Web and Mobile development.
-

Havas Drive

May 2015 – present

Regional Data and Digital Strategy Director

Havas Drive is a specialist unit within the Havas Worldwide network focused on delivering innovation and digital business transformation solutions for brands. Based out of Bangkok, our remit spans the APAC region. Specialising in innovation and experience design, data, and creative strategy, we work with clients on business and digital transformation mandates to help them set a strategy and build new approaches to its customers.

I lead Data and Digital Strategy for regional clients in Bangkok, Singapore, Indonesia, Vietnam and more. In addition to my day-to-day role I have ran CRM workshops for Havas staff and our clients throughout the APAC region, led training sessions for digital thinking and raising strategic and analytical capabilities in Havas offices. I have also performed multiple speaking engagements, interviews and delivered digital and tech-focused written articles to raise the profile of Havas within APAC.

MRM/McCann

Aug 2014 – Apr 2015

Regional Business Director - Cisco APJ & CRM Director (Contract)

Cisco Business Lead for APJ, oversaw all in-scope retainer work and developed out-of-scope opportunities. I was brought in to ensure a smooth transition regionally as a new agency-of-record and had full client responsibility.

I also acted as Director of Marketing Automation (CRM), focusing on strategic and technical implementation of Eloqua campaigns and delivering training internally for MRMs developers.

AKAMAI TECHNOLOGIES

Jan 2014 – Aug 2014

APJ Marketing Manager – Channels & Alliances (Contract)

Contract Role as APJ Channels & Alliances (Partner) Marketing working with Akamai's marketing teams to develop joint messaging and positioning, providing collateral and supporting sales tools jointly with partners. In addition I was tasked with managing Market Development Funds (MDF) and the development and execution of marketing activities for demand generation and building sales pipeline in the region.

My initial focus was to formulate the Channel GTM strategies in the APJ region which included market segmentation, targeting, acquisition, partner portfolio growth, and partner retention.

MARKETONE INTERNATIONAL

Jun 2012 – Jan 2013

Senior Digital Consultant

Senior management role for clients including Adobe, Intel, VMware and NetApp. Primary focus was to establish, develop and manage

relationships with new and existing clients across APAC and support other digital offices in EMEA and North America.

Main responsibilities included working with regional teams to define demand generation and CRM strategies, managing the training, workload and budgetary requirements of clients and employees alike and to ensure successful development, execution, measurement and optimisation of all digital campaigns.

POSSIBLE WORLDWIDE (WPP)

Oct 2011 – Jun 2012

Consultant – Relationship Marketing

As part of the Possible Consulting team I collaborated with multiple teams on digital marketing initiatives and was responsible for supporting the development & implementation of these programs. My main focus was providing consultancy on relationship marketing best practices and analytics.

BANNER CORPORATION (WPP)

May 2010 – Sep 2011

Marketing Automation Consultant

Responsible for initial planning and contact strategies for demand generation campaigns. Input on strategy and managed development through to implementation, reporting and ROI tracking using SFDC CRM, Google Analytics and Marketing Automation tool Eloqua.

3COM EUROPE LTD

Jan 2008 – Apr 2010

EMEA Campaign Manager

Role included responsibility for design, management and implementation of CRM campaigns in all supported local languages across Europe, Middle East and Africa.

– Education

UNIVERSITY OF SYDNEY

2007

Economics

UNIVERSITY OF BRIGHTON

2004-2006

BA (Hons) International Business with Spanish
