Mike Langton MBA, GAICD

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**Summary**

20+ years of senior management experience in Australia and across Asia including consultancy to global and national banks and financial service companies on strategy, customer service, marketing, digital transformation and user experience. A fairly unique balance of sleeves-up entrepreneur and corporate manager, with a digital background spanning two decades. Has held global board roles in marketing communications multinationals as Asia-Pacific regional head and founded market leading companies including digital marketing services group XM-AsiaPacific. Turned around a loss-making WA disability not-for-profit funded by the Federal Govt. Rebuilt it to financial stability, 5-star official service quality rating and led tender successes that took them from 11 offices to 18. Currently advising a global digital marketing engagement platform, partner in a Fintech start-up and an innovation strategy advisor to major corporations through a leading S E Asia tech accelerator.

**Key Strengths**

* Building successful service businesses and turning around those that have stumbled
* Financial management to meet or exceed targets within complex legal, compliance & reporting
* Customer services innovation as a competitive strategy through digital technologies
* APAC leadership of successful multi-site service businesses by building strong local operations
* Mentoring leadership style and culture development, viewing HR as a strategic investment
* Inter-disciplinary team-builder and leader in both complex matrix and lean start-up structures
* High value network including Asia-Pacific digital leaders and major global tech corporations
* Strong leadership communication skills across cultures in writing and in person
* Change management through digital transformation, restructuring and turnarounds
* Stakeholder relationship leadership, management and development of strategic partnerships
* AICD membership and company director certification for private and listed companies
* Internal audit management to standards required for Au Federal Govt., levels of compliance

**PROFESSIONAL EXPERIENCE**

### Advocacy Ltd., Netherlands, India, China, Malaysia, Singapore 2016 – current

*(Global consumer engagement marketing platform, expanding into staff and trade engagement.)*

**Chief Client Officer, Advisory Board member assisting CEO/founder (consulting engagement)**

Customer service strategy; B2B business development strategy; restructuring of Malaysia operations; expansion into in Singapore and Philippines.

**JFDI Digital Accelerator, Singapore 2015 – current**

*(The first and most successful start-up accelerator in South East Asia.)*

**Innovation Strategist, Advisor (consulting engagement)**

Consultant to companies seeking innovation advice around the use of Fintech and Internet of Things, including: service design, structure, validation of concepts, launch and commercialisation.

**Spendolater, Singapore & Silicon Valley 2015 – current**

*(Fintech start-up building mobile first savings and investment platform for young people to build for their future.)*

**Founding Partner and Acting CMO**

Customer service strategy, product roadmap and fund-raising for this financial technology start-up.

**Forrest Personnel Inc., Bunbury WA, Australia 2012 – 2014**

*(Federal Govt. funded not-for-profit finding work for people with long-term illness, injury or a permanent disability.)*

**CEO**

Designed and led the strategy which rebuilt this 11-office operation after 3 years of deepening losses

* Hired and led new executive team and built new Operations and Data & Analytics practices
* Built service quality up to 5-star official rating with Federal Govt. Dept. of Social Services
* Drove business development in tenders which doubled client revenues and added 7 new offices
* Repositioned and rebranded organisation, developed new advertising and deployed social media
* Represented WA disability employment sector on committee of National Disability Service (NDS).
* Keynote presenter on strategy for success in a fast-changing world at NDS national conference

**ADZCentral (Now Ctrl/Shift), Singapore 2011 – 2012**

*(Programmatic online advertising platform serving digital, media agencies, ad agencies & marketers.)*

**Vice President of Business Development (Asia-Pacific)**

* Built team selling Demand Side Platform services to media agencies and major marketers
* Managed ad ops team handling customer service, ad-serving, tracking and data analytics
* Drew up and negotiated contracts with global marketers, agencies, and online publishers
* Partnered with Engineering and UX teams on software development and roadmap delivery
* Brought in the investors who provided our Series-A funding

**Innovize, Singapore 2007 – 2011**

*(Consulting firm advising on digital marketing including mobile & social media.)*

**Managing Director**

* Codified client planning processes, devising client growth hacks and go-to-market strategies
* Wrote digital marketing plans and online engagement strategies combining online with offline
* M&A consulting including pre- and post-acquisition strategies and re-structure planning
* Keynote speaker at iMedia Brand Summit – voted best presentation of the summit

**Momentum Worldwide – IPG, Inc., Singapore 2005 – 2007**

*(Global activation company using sponsorship, entertainment and events to deliver brand engagement.)*

**Executive Vice President / Region Director Asia-Pacific; CEO Greater China**

* Improved service quality and productivity of 12 offices across Asia-Pacific and Japan
* Negotiated major strategic partnership to establish operations in India
* Won entire Coca-Cola China 2008 Olympics events and promotions’ activation contract
* Appointed to global board in New York
  + *Key* *Clients:* American Express, Intel, Microsoft, Motorola, Coca-Cola, Nestle, GM

**Wunderman – WPP Plc., Singapore *2003 – 2005***

*(Wunderman is a network of digital direct marketing and consulting companies with offices in 60 countries.)*

**President, Asia-Pacific**

* Led turn-around of APAC and Japan operations (19 offices, 850 staff) returning them to profit in 14 months through business development, after 3 years of deepening losses
* Launched first Wunderman mobile marketing unit in the world and built digital operations in APAC
  + *Key Clients:* Citibank, Diageo, Motorola, Ford, Sony Ericsson

**Carat Media APAC – Dentsu Aegis Network Plc., Singapore *2002 – 2003***

*(Carat is a global media and digital marketing communications consultancy with offices in 70 countries.)*

**CEO Singapore; CEO Malaysia; Regional Business Director**

* Headed Singapore operations and set up the Carat APAC regional HQ in Singapore
* Led business development turning Carat Malaysia into the fastest growing media agency
  + *Key Clients:* Maybank, Carlsberg, Beiersdorf, Pizza Hut, KFC, Cadbury, BMW

**Impact Integrated Communications, Singapore *2000 – 2001***

*(A marketing communications practice integrating on-line and off-line marketing.)*

**Consulting Director**

Consulting to Leo Burnett APAC building their internet and activation capabilities through acquisitions ahead of planned IPO which became sale to Publicis after 9/11. Appointed by global COO.

**XM-AsiaPacific (Expanded Media Asia-Pacific) *1995 – 2000***

*(A digital marketing services and eCommerce group now owned by WPP within the JWT Mirum entity.)*

**CEO; Executive Chairman**

* Founded and built XM-AsiaPacific into one of the most awarded web marketing and eCommerce services company in the Asia-Pacific region.
* Reported to global COO of holding company Cordiant Communications
  + *Key Clients:* Nokia, Visa, HSBC, Singapore Airlines, HP, Cisco, Coke

Prior Experience:

* CEO APAC, 141 Worldwide marketing services network – WPP
* CEO, Bates Indochina; Client Director, Bates Hong Kong - WPP

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**AVIRA - C-Suite Leadership Development Programme** INSEAD 2000

**Master of Business Administration (MBA) - Service Industry Management, Finance**

Wits Business School – University of Witwatersrand, Johannesburg, South Africa 1988

**Bachelor of Commerce (BCom) - Economics**

University of Witwatersrand, Johannesburg, South Africa (full scholarship throughout) 1980

**Professional Training/Certification:**

* Crash course in data science – Johns Hopkins University, USA 2016
* Graduate, Company Directors’ Course (GAICD) - Australian Institute of Company Directors 2015
* Assoc. Financial Planner, Assoc. Wealth Planner - Financial Planning Assoc. Singapore 2007

**Private pilot since 1986**