

CASPAR BARRIE

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MARKETING & COMMUNICATIONS LEADER

Experienced marketing and communications professional with a proven ability to craft strategic narratives, manage high-impact media relations, and deliver communications that drive measurable business outcomes.

Skilled in developing and executing integrated campaigns across digital, editorial, and experiential channels, with a strong track record of supporting senior executives through thought leadership, speaking engagements, and stakeholder engagement initiatives.

At Kinnevik, I helped reposition the firm as a forward-looking VC and Growth Investor, leading thought leadership programs, securing high-value media coverage, and ensuring consistent messaging across multiple platforms.

I'm now looking to bring that momentum in-house at a fast-growing, dynamic company - bringing deep storytelling expertise and a strategic approach to brand-building, communications and engagement as the business scales.

CORE COMPETENCIES

- Strategic Communications Planning and Execution
 - Media Relations and Transaction Communications
 - Executive Positioning and Thought Leadership
 - Content Development (Press, Briefings, Digital & Social)
 - Events and Conference Strategy / Stakeholder Engagement
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PROFESSIONAL EXPERIENCE

Kinnevik - *Brand & Communications Manager*

September 2024 - Present

- Helped drive the firm's shift from legacy holding company to a forward-leaning VC and growth investor, aligning messaging across stakeholders
- Created *The Kinnevik Long View*, a flagship newsletter delivering insights to LPs, founders and industry stakeholders
- Delivered Capital Markets Day and AGM as high impact platforms for investor and founder engagement
- Supported portfolio visibility and founder initiatives through events and content, enhancing Kinnevik's role as a partner of choice

Creandum - Marketing & Communications Manager (INTERIM)

March 2023 - September 2024

- Managed the launch of Creandum's USD 500M fund VII with integrated media, content and viral campaigns; secured *Financial Times* coverage
- Produced Dealroom report and 20-year brand initiative, achieving features in Bloomberg and CNBC
- Secured speaking roles for partners and portfolio founders at Slush and other top-tier conferences
- Enhanced firm's digital presence, supporting deal flow and founder attraction

Ascension VC - Marketing Lead

August 2021 - February 2023

- Drove Ascension's visibility in the UK early-stage ecosystem, with highlights including recognition as UKBAA *Seed Fund of the Year*
- Curated investor events and founder showcases, directly supporting fundraising and portfolio growth
- Supported c. 15 early-stage portfolio companies a year with PR and go-to market, securing media coverage and speaking opportunities to amplify their presence

Vialma - Head of Content

January 2019 - July 2021

- Launched content-driven growth campaigns and B2B partnerships with leading cultural institutions
- Oversaw editorial and growth marketing strategy, supporting startup fundraising and user acquisition

EDUCATION

BPP University - Graduate Diploma in Law

2016–2017

University of Oxford, Magdalen College - BA (Hons), Music

2013–2016

References available on request