

# Fraser Peett

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14 Kings Road, Henley-on-Thames, Oxfordshire, RG9 2DG

## University of Exeter, BSc. Hons. Psychology 1984-1987

My tutor was Dr Paul Kline, highly regarded in the field of psychometrics.

## CareerFoundry, 2019-2020, UX Research & Design, UI, Front End, Voice

## Saatchi & Saatchi Advertising, Graduate to Manager 1987-1991

*British Airways, Burger King, New Business*

Roles included competitive analysis, campaign and copy development, qualitative copy testing (depths, focus, surveys), secret shopper, presenting and selling concepts and stakeholder management.

Also, PM on the 50% scale model of Concorde at tunnel entrance of Heathrow Airport.

## Grey London, Advertising, Manager to Director 1991-1995

*Glaxo SmithKline (Aquafresh international), Mars (Galaxy/Dove, Maltesers), Allied Dunbar FS (now Zurich Life)*

FMCG Copy/Media Pressure/Nielsen audits. For Allied Dunbar Financial Services, full brand audit and commissioning fully integrated multimedia campaigns.

## Collett Dickenson & Pearce (CDP, now Dentsu London), Main Board Director 1995-1996

*AST Computers (European markets, bought by Samsung), Lombard Direct (Personal Loans), ISL / UEFA Euro '96*

PM on multi-market campaigns, launch of new loans business including media analytics, sponsorship support programme for England's largest football tournament since 1966.

## ISL Worldwide, Lucerne, Switzerland, Vice President, Head of Global Partnerships, Head of FIFA Brand & Marketing 1996-2001

*FIFA World Cup France '98 and UEFA Euro 2000 Holland/Belgium*

Contractual Deliver of commercial rights, surveys and audits, commissioning qualitative and quantitative studies, rights valuations, IP creation and legal processes, creation of FIFA Digital Assets system.

## Sports Marketing and Branding Consultant, Director/Owner 2001-Present

*FIFA World Cups '02, '06, '10, UEFA Euro '04, Coca-Cola, R&A (Open Golf), World Badminton, Tottenham Hotspur and others*

ISL Collapsed in 2001 and FIFA and UEFA contracted directly. Emblems, Mascots, Art, Music for events and PM on first official Fan Park in Lisbon. JV with Teamup for strategy and branding work for sports clients.

## ProStructFR start-up, industrial coatings, Managing Director, 2012-2020

R&D and European legislation driven, private funding + grants (INNOVATE). Launched 2016, business acquired by coating partner in spring 2020

## UX Researcher 2019-Present

Alongside upskilling, client briefs from Velon Pro Cycling and others

## Skills

### Advertising;

Project Leadership  
Client/Stakeholder Management  
Competitor Analysis (SWOT etc)  
Strategic development  
Campaign planning  
Creative briefing and selling

### Sports Marketing;

Contract management  
Pricing analytics  
Public Speaking  
Workshopping

### Brands & Branding;

Intellectual property (IP)  
Procurement  
Design Systems

### Owning a Business;

Start-up culture / Agile  
Industrial product design  
Supply chain management  
Rigorous R&D processes  
Regulatory authorities  
Marketing to experts  
Licensing IP (exit strategy)

### UX Research

Empathic listening  
Mental modelling  
Strategic thinking  
Stakeholder & expert interviews  
Competitor benchmarking  
Persona build  
Task Analysis  
Card sorting  
Prototype testing  
User stories  
Usability testing  
A/B MVT testing  
Accessibility evaluation  
Surveys  
Expert training reviews  
Usability bug reviews  
Post-launch analytics

### UX Design (UXR+)

Business analysis / requirements  
Contextual enquiry  
Affinity Mapping  
Information Architecture  
Adobe XD (Sketch/Figma)  
UI/HTML/CSS/JavaScript  
UX for Voice