**Fraser Peett**

[fraser@peett.co.uk](mailto:fraser@peett.co.uk) [peett.co.uk](http://www.peett.co.uk/)  [linkedin.com/in/fraserpeett](https://www.linkedin.com/in/fraserpeett/?originalSubdomain=uk) +44 (0)78 84 25 32 30

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

Strategic development

Campaign planning

Creative briefing and selling

Copywriting

**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

Affinity Mapping

Information Architecture

UX Copy

Adobe XD (Sketch/Figma)

UI/HTML/CSS/JavaScript

UX for Voice