

SIMON BOOTH-LUCKING

STRATEGY DIRECTOR

BRAND | INNOVATION | COMMUNICATIONS

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ABOUT ME

I help organisations find solutions that bridge the gap between brand strategy, innovative digital solutions, employee engagement and customer reality.

Most strategists understand one piece of the puzzle. I understand how the whole system works - from content creation, digital innovation to strategic brand transformation.

I specialise in helping established organisations harness innovation and new technology to compete effectively, particularly those needing to attract new talent segments or transform customer experiences. My approach bridges marketing strategy with operational reality because I've built, delivered, and optimised across the full spectrum.

SKILLS & EXPERTISE

Brand Transformation

- Marketing Experience Integration
- Multi-Stakeholder Influence
- Commercial Growth Planning
- Cross-Functional Leadership
- Workshop Design & Facilitation
- Technology Adoption Strategy
- UX Strategy

Content Creation Foundation

I know how messages get made and what resonates with audiences

Digital Innovation Experience

I understand technology constraints and opportunities

Strategic Transformation Expertise I can design change that organisations can actually execute

Commercial Acumen

I deliver measurable business value, not just strategic frameworks

KEY HIGHLIGHTS & IMPACT

Account Growth Delivered: Grew Lloyds Bank relationship from £190k to £891k in 10 months - 368% increase

New Business Secured: Led strategy that secured €484k **Siemens** account for Human Magic

Innovation Leadership: Created AI application reducing audience research costs by **20.9%**

Transformation Results: 23% increase in employee retention intent at Jaguar Land Rover, 112% engagement growth for government campaigns

Recognition: Contributed to Bronze win at 2024 IHR Supplier Awards for employer branding excellence

PROFESSIONAL EXPERIENCE

HUMAN MAGIC

Strategy Director | Jan 2025-present

Senior Brand Strategist | Jan 2022-Dec 2024

Appointed to lead strategic transformation for legacy brands entering new markets. Consistently deliver commercial growth while driving innovation adoption across the strategy function.

Strategic Transformations leading on :

Lloyds Bank: Orchestrated shift to fintech EVP targeting early careers talent, growing account value 368% in 10 months / 4x uplift

Nike: Developed talent attraction strategy during D2C transformation, helping secure tech talent for digital evolution

Siemens: Shaped internal narrative around tech talent appeal, supporting One Tech Company positioning

Innovation & Leadership:

Led AI adoption across strategy team, creating bespoke applications that cut research costs by 20.9%

Achieved 100% performance goals while strengthening client satisfaction scores Mentor emerging strategy talent, building cross-functional collaboration capabilities

BRAND & INNOVATION CONSULTANT (Freelance)

Principal | Sep 2019 - Dec 2021

Built independent consultancy focused on helping organisations transform through strategic innovation. Worked directly with C-suite leaders on portfolio transformation and market positioning challenges.

Client Transformation Highlights:

ACG Pharmaceuticals: Partnered with CEO/CMO on design sprint workshops, creating value propositions and brand strategies for internal start-ups and acquisitions

D2C Pharmacy Innovation: Developed brand strategy that secured £4M funding on India's Shark Tank programme

Industrial IoT Launch: Created go-to-market strategy for technology transformation initiative

Global EVP Implementation: Built team and launched employee value proposition across multiple markets

Additional Clients: Delivered B2B value propositions across fintech, automotive, and professional services sectors.

BRILLIANT NOISE

Senior Strategist | Mar 2018 - Aug 2019

Specialist role supporting traditional brands through digital marketing transformation and agile methodology adoption. Projects ranged from full organisational change to tactical campaign innovation.

Transformation Projects:

Barilla: Conducted consumer behaviour research and leadership interviews, co-designed EMEA training programme enabling product-centric to customer-centric transformation

Jaguar Land Rover: Creative strategist for global employee engagement campaign, designed user journeys across digital, print and events resulting in 23% retention improvement

CLAREMONT COMMUNICATIONS

Digital Director | Sep 2010 - Dec 2017

Senior leadership team member responsible for innovation and digital channel development. Contributed to agency recognition as PRCA Specialist Consultancy of the Year 2014.

Strategic Innovation Highlights:

Save the Children: Led creative strategy for digital/physical product development improving early years literacy, secured £0.5M Johnson & Johnson development funding

Ikano Bank: Delivered integrated planning across paid, earned, and social media for consumer product launch, exceeded acquisition targets by 11%

National Apprenticeships Service: Established social media analytics framework, achieved 112% engagement growth and 34% CTR improvement over 12 months

EngineeringUK: Strategic lead for STEM campaign winning Gold SABRE Award (UK mid-budget, 2017)

FOUNDATION EXPERIENCE

CUBEWORKS | Director (Apr 2006 - Jun 2010)

User experience and digital marketing leadership at innovative digital agency

BBC | Digital Producer (Jun 2002 - Jun 2005)

Team leadership for user-generated content platform development

EDUCATION

Queen Mary College, University of London
2:1 Modern History

PERSONAL INTERESTS

- Hobbies
- Extra Curricular Activities

WHAT OTHERS SAY

"As a team leader he creates a truly collaborative environment where new ideas have the space to be explored, and as a project manager he holds the reins tight on scope, budget and quality to ensure delivery of something worth delivering".

Elena Farragher GM CX & UX Research and Design at Kiwibank

"Simon is a pleasure to work with, he is always positive and enthusiastic and is great at motivating those around him. Equally importantly, he knows his craft inside out and is a huge asset for any project lucky enough to have him".

Stephen Elson AI/ML Product Leader Cybersecurity Innovator

THE INTEGRATED ADVANTAGE

Why My Background Delivers Results:

Most strategy directors understand strategy theory. I understand strategy implementation because I've built digital products, created content, led PR campaigns, and delivered transformation programmes. This operational experience means my strategies actually work in practice.

I'm able to take an idea from an initial sketch through to a launched service or product. With my combination of skills and experience I can join the dots of marketing, product and comms, effectively moving between stakeholders, partners and creatives/techies. Also, I'm adept at taking technical or academic subjects (early years learning & behavioural science) and applying them.

CASE STUDIES

NIKE CAREERS

The Brief: They they weren't an attractive enough proposition to talent compared to Silicon Valley tech companies and that they needed to look and act more like them - something that wasn't feasible for a company that is mostly retail staff.

The Insight: That talent loved the consumer brand but didn't understand the authentic culture and history of NIKE the company and what it had to offer to young, global talent.

Strategy: To re-cast all the amazing strengths of the NIKE brand through the lived experiences of the people who work there. Given the high profile of the NIKE brand this was a nuanced exercise that didn't seek to attract everyone, but instead invited those who were compelled by the challenge.

The Result: NIKE was able to tell a consistent global story to talent for the first time

ACG

The Brief: A pharmaceutical manufacturer, ACG wanted to disrupt the Indian pharmacy market with a D2C proposition. They created an internal start-up but the tech-led "founders" were struggling to get clarity on the customer proposition and how to position the offer in the vast and highly competitive Indian market

The Insight:

Strategy: Combining brand strategy, competitive analysis, and user experience we uncovered a clear space around the desire for young Indian professionals to support their elderly parents with a level of personalised care that their busy lives didn't always allow. The core brand idea of "With Care" then informed everything. **The Result:** Pharmallama was successfully spun out as a separate business that received £4M investment from The Shark Tank (Indian version of Dragons' Den)

Save the Children

The Brief: How to enable and encourage parents from low-income families to boost their children's literacy skills.

The Insight:

Strategy: On this project I combined branding, comms, product design and digital innovation to create a new brand and collection of consumer products that used behavioural science to nudge parents into behaviours that benefit their kids.

The Result: The successful prototype stage won £500,000 funding to go to the next stage of its development.