

Jared Ruddy

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An ambitious and entrepreneurial strategist versed in growing brands through great products. A proven track record in building teams to deliver creative solutions for big challenges.

Highlights

Strategic leadership. Delivered international and shopper marketing strategies for The Times; redefined brand vision for The Sun; drove organisational change through an innovation programme and led the Olympic marketing activation for BT.

Brand intuition and design thinking. Led segmentation programme for The Sun and The Times and subsequent realignment of digital products. Built the innovation strand of BT's corporate strategy. Led BT's major marketing activations through the Olympic Games.

Entrepreneurial instinct. Versed in identifying opportunities, developing products and building teams to bring them to market. Projects include development of start-up FitCat.io to production-ready prototype; commercial strategy for SohoCreate; go to market strategy for Sun Goals. Led an incubator for BT and created the LaunchPad Accelerator programme for Imperial College.

Nurturing and delivering innovation. Accustomed to developing products from concept to MVP. Delivered proof-of-concept prototypes for start-up fitCat.io. Built the biggest screen of its kind on the BT Tower in less than 3 months; created new digital payment systems for The Sun. Successes include a product currently employed in The Americas Cup; a cutting edge Wi-Fi network implemented in the Olympic Park and a content service used in Real Madrid's Stadium.

Business development strategy and engagement. Built programmes for BT's sponsorship activations including the Olympics and Vendee Globe. Built relationships – including a new JV with Cisco – that contributed to a £1bn sales pipeline.

Education

2015 -	Full Time MBA, Imperial Business School <i>Winner: Imperial Innovation Challenge; finalist VCIC competition; finalist ICBS Venture Challenge.</i> <i>Imperial LaunchPad Accelerator programme – LSEG ELITE programme.</i> <i>Data science bootcamp covering MongoDB, Python, R.</i> <i>Coding courses & refreshers including Node, Meteor, Ionic, C++.</i>
2011 – 2014	Learning Creative Learning, MIT; Prince 2 Practitioner; Agile Project Management.
2009 - 2011	BT graduate and management programmes, including Sandhurst Leadership Training.
2003 - 2006	The University of Birmingham: Economics BSc (Hons) 2:1.
2000 – 2002	A Levels: Bungay High School 6th Form: English Literature, Physics, Mathematics.
1997 - 1999	GCSEs: Bungay High School: including 6 As.

Employment history

Conran Associates | MBA Intern: Interim COO, Ventures | June 16 –

Strategic transformation, growth, business and product development. Particular focus on new product development, go-to-market strategic planning for robotics, mobility, design and AI projects.

News UK | Senior Strategist | April 14 – April 15

Strategy development for The Times, The Sunday Times and The Sun. Responsible for thought leadership and delivery of 'future of news' projects across brand, technology and customer experience to drive ambitious revenue targets.

Achievements

- **Developed 3-year strategies for The Times and The Sun.** Resulted in the radical redefining of The Sun as free family entertainment and actionable plans for product, marketing and sales to meet revenue targets.
- **Found new routes to revenue for The Times and The Sun.** Developed a new Times Weekly Digital international product - projected to acquire 100k new members in Y1 and expanded The Sun 'Dream Team' app to 1m users in 8 territories.
- **Led product and retail innovation, growth hacking and trials.** Built teams to trial retail innovation; applied nudge theory to retail spaces (this delivered an ROI of £251:£1); led experiments to relax the paywall and M&A activity for 'Sun Play'.

BT Group | Brand Marketing Innovation Lead | February 13 – April 14

Headed development of BT Brand's global innovation programme. One of BT's five strategic pillars, the programme drives brand, product and sales objectives.

Achievements

- **Created a pipeline and commercial framework for disruptive innovation** through development of a BT/TechHub incubator. Competitions tailored to BT's business challenges led to acquisition of several cutting edge start-ups.
- **Drove incremental innovation activity across the business** ranging from the development of next-gen broadband technology to crowd sourcing techniques that halved the cost of commercial IT installations.
- **Delivered organisational change that refocused R&D** through long-term, strategic planning. The programme received stellar feedback and exhibited 35% growth of key metrics according to Nielsen benchmarking.
- **Developed an outstanding team to deliver remarkable return on investment.** Including 5m visits to the project microsite in the first month; a Guinness World Record; 'Best Digital Campaign' and features in The Guardian, Wired and the One Show.
- **Keynotes, workshops and hothouses delivered to over 5,000 key influencers.** Personally delivered talks and instigated TEDX inspired live events featuring Brian Cox and Tim Berners-Lee.

BT Group | Senior Brand Marketing Manager | March 09 – February 13

Development and delivery of BT's brand strategy and marketing activations for the Olympic Games. Led teams of up to 50 to deliver complex cross-business programmes, projects and products. Budget management in excess of £3m.

Achievements

- **Delivered a comprehensive marketing strategy** that won 6 major awards including Sponsorship Strategy of the Year and led to BT entering Interbrand's top 'Global 100' brands. Coordinated B2B and B2C strategy, planning, production and campaign execution. Resulted in a £1bn sales pipeline.
- **In-house delivery of BT's major marketing activations from strategy to execution.** Included the Heroes Day Parade celebrations - a £¼m light and pyrotechnic show built in 7 days that returned 6 times ROMI and 'BT Artbox' that raised £½m for ChildLine.
- **Built the biggest screen of its kind in the World on top of the BT Tower in just 13 weeks,** worth £5m/year equivalent advertising value. Creative and operational responsibility for all Tower events.
- **Technical innovation** including running the most visited partner site during the Olympic Games; developing the Olympic Park's Wi-Fi; the first live-data advertising to London Taxis and broadcasting results from the stadium to giant screens across the UK.

BT Global Services | Marketing Manager | January 08 - March 09

Management of BT's sail racing and international sales and marketing programme, headed by Dame Ellen MacArthur. Responsible for coordination of marketing and PR; business development and technical innovation. Built relationships with key customers and developed the world's first wireless HD turret cameras, now used in the America's Cup.

- **Developed and delivered international sail racing events and customer hospitality.**
- **Developed business PR and brand value,** building relationships with key customers; driving technical innovation and media engagement.
- **P&L responsibility** in excess of £1/2m.

BT Global Services | Business Analyst | October 07 - January 08

- **Development of complex financial model** for BT's \$6bn Reuters' contract.
- **Created revenue-forecasting models** with econometrics to identify opportunities, costs and risk, from macroeconomic variance to project slips and cost efficiencies.
- **Saved over £4m** through the life of the contract.

Personal interests

I'm a water sports fanatic: I sail, wakeboard or kite surf whenever I can. When I can't, I run (the London Marathon last year), cycle and am learning to paraglide. I'm a food nerd, a part-time prototyper and an enthusiastic photographer who loves nothing better than a chat over a pint and a packet of nuts.