

**Ms Jen Jeng**

+44(0)7789941233 | [jen.jengstodart@gmail.com](mailto:jen.jengstodart@gmail.com) | <https://www.linkedin.com/in/jenjeng/>

Strategic advisor and innovation leader who helps organisations unlock growth by rethinking business models, building capabilities, and translating complexity into clarity.

**Expertise:** Strategic Transformation & Business Design, Innovation Leadership, Organisational Capability Building,

Experienced business strategist and innovation management consultant with over 20 years of experience in agencies and consultancies, and in-house enterprise companies. I worked with ambitious change leaders and founders across a wide-range of sectors -- FMCG, media, telecoms, retail and government, such as Mars Foods, Mars Snacking and Mars PetFood, PepsiCo, Channel4, The Economist, TalkTalk, Waitrose & JohnLewis, National Physical Lab and Kingston University and scaling startups.

I blend a human-centred and structured approach (enhanced by AI tools) to unlock growth by defining, designing and launching products, services and ventures. This ranges from facilitating strategy workshops to align teams, deliver design sprints to expedite processes, develop business models and experiments to validate ideas and product-market fit and innovation processes to solve complex problems and deliver transformation.

I have personally delivered and brought in follow-on project worth ~ £ 700K-£1mil/year in the last 4 years (annual company revenue is £6-8mil), through nurturing stakeholder relationships and delivery excellence to subsequent phases, developing consulting offerings and responding to RFPs.

Beyond client delivery, I lead partnerships with Miro ([miro.com](https://miro.com)) and Kingston University MBA ([future of work](#)), and contributed to System innovation in Healthcare ([Systems Innovation Summit](#)).

---

***Magnetic (previously Fluxx, and now part of Newton Group) London, UK***  
***Managing Consultant, Feb 2022 – Nov 2025***

Selected clients and projects I led, and highlighting my core capabilities and knowledge:

**Strategic Transformation & Operating Model Design**

National Physical Lab (NPL) - Transformation strategy design

Trusted as sole strategic lead and I designed and orchestrated end-to-end programmes spanning Target Operating Model redesign, organisational design, and define change management plan.

*Leadership approach:* Facilitated 20 co-creation sessions with C-suite to align vision and stress-test delivery through scenario planning. Built and coached a dedicated Change Champions programme, embedding behaviour change at scale.

*Outcome:* Delivered new TOM with implementation roadmap and phased rollout plan. Secured CEO and Chief People Officer alignment on future leadership capabilities. Early pilot initiatives from the Change Champions programme delivered £240K in annualised savings, demonstrating proof of concept for full-scale rollout.

---

**Product-Led Business Transformation**

TalkTalk Consumer Digital Leadership — Agile & Product Operating Model Transition

Partnered with the Digital Leadership team to define the business case and operating model for TalkTalk's shift from a project-led to product-centric organisation. This required resetting senior stakeholder expectations and building alignment across competing priorities.

*Leadership approach and outcome:* Ran a structured series of discovery and visioning workshops that clarified the operating model, sequenced capability changes, and built consensus around trade-offs. Created a compelling Board-ready business case grounded in customer insights and operational reality.

---

## **AI Strategy & Vision Setting**

### **Mars Pet Nutrition Europe — AI-Enabled Supply Chain Strategy**

Repositioned an IT-led AI initiative as a business-centric transformation opportunity. Mars had a broad ambition but lacked a prioritised roadmap; the brief was to uncover the highest-impact AI use cases and build organisational alignment.

*Leadership approach:* Led design thinking process with cross-functional teams across multiple European markets, uncovering 21 systemic service-level pain points. Facilitated trade-off conversations to surface the three highest-impact use cases. Established "Mission 98.5" (98.5% Customer Service Level by 2027) as the unifying North Star, galvanising multi-market alignment.

*Outcome:* Prioritised backlog of AI use cases (demand alignment, smart mitigation engine, automated data-surfacing) with business cases and implementation sequencing. Strategy unlocked alignment across previously siloed markets and created shared accountability for outcomes.

---

## **Product and proposition development**

### **WH Group & Guild Esports — Joint Value Proposition Design**

Led strategic discovery to define a credible joint value proposition in esports and WH, bridging two very different business cultures and identifying genuine white space opportunity.

*Leadership approach:* Facilitated discovery that married Guild's Esport audience and platform capabilities with WH's retail and brand assets. Created a financial viability model for the winning proposition, building confidence in the opportunity.

*Outcome:* Successfully launched innovation partnership. Built an internal WH Innovation Team and developed an innovation playbook to embed this approach—creating capability that extended beyond this single project.

---

## **Customer Experience & Retail Strategy**

### **Waitrose Store Regeneration Programme — Experience & Growth Optimisation**

Took on strategic advisory role to a diagnostic research team tasked with mitigating customer disruption during a large-scale store regeneration programme whilst capturing growth opportunity.

*Leadership approach:* Conducted embedded research across 10 stores through interviews and collaboration workshops, identifying the six critical moments in the customer journey where the regeneration created either friction or opportunity. Developed intervention playbook and rigorous measurement framework.

*Outcome:* Improvement programme positioned to deliver £2–4M incremental benefit in year one. Created replicable methodology for future estate regenerations, shifting the narrative from "mitigation" to "growth opportunity."

---

## **Embedded Innovation Capability Building**

### **All4 (Channel 4 Digital) — Innovation Acceleration & Team Capability**

Designed and embedded a structured innovation process within All4's digital operation, helping a maturing digital business maintain entrepreneurial pace alongside operational excellence.

*Leadership approach:* Created 10-day design sprint cycles (9–10 am, deliberately minimal disruption) bringing together digital leads across product, marketing, and technology. Used structured ideation methodology to align customer acquisition and retention strategies with digital growth pipeline.

*Outcome:* First sprint so successful that it catalysed seven subsequent cohorts. Playbook internalised and implemented in-house—creating lasting capability that outlasted the initial engagement. Shifted internal culture toward structured experimentation.

## Earlier Experience: Agency & Client-Side Leadership

Strategic Highlights Prior to Magnetic

### Agency-side: 2016 - 2022

**BIO:** Led Strategy and UX research to reimagine an EY audit platform. Delivered clickable prototype of Hub and modules for concept testing within 12 weeks—moving a complex compliance tool toward usability.

**Momentum Worldwide (McCann):** Led and won the PULZE pitch—a next-generation consumer product. Directed ethnography research in Japan, market sizing, and go-to-market strategy that informed a successful global launch.

**Zeta Global (eBay Enterprise):** Owned growth strategy for Shop Direct Group, the agency's largest account. Drove performance marketing transformation in email and content, building new revenue streams.

### Client-side: 2004 - 2015

**Marionnaud France** (~1,000 stores, €1Bn turnover): Developed the business transformation and turnaround programme that delivered €50M in cost savings over 12 months. Simultaneously re-positioned business around skincare to drive customer engagement and growth—fundamentally shifting category strategy.

**John Lewis & Partners** (~40 stores, £4Bn turnover): Product Manager, Store of the Future. Redesigned Personal Styling service proposition to unlock womenswear growth. Took concept from ideation through Board pitch and piloted at Oxford Flagship store—establishing proof of concept for chain rollout.

**James Purdey & Son** (£11M turnover): Developed CRM strategy for high-value customer base. Launched click-to-collect programme to drive omnichannel engagement. Achieved 20% footfall uplift in launch month and sustained uplift in website engagement.

**Marks & Spencer** (~950 UK stores, £10Bn turnover): Beauty Category Product Manager. Researched and designed Virtual Makeover and Skincare Guided Selling to grow category penetration and shift customer demographic toward younger audiences.

## Education, Certifications & Languages

**How to Scale A Business With AI & Agentic Workflows—Foundations**, Certificate, Dec 2025

**Ethics of AI**, LSE, Certificate, Nov 2024

**IDEO Business Innovation** (Business Model Design & Designing Strategy), Online Certificate, Mar 2020

**AJ&Smart Design Sprint Masterclass**, Certified Facilitator, Apr 2019

**Institute of Direct & Digital Marketing (IDM)**, London — Postgraduate Diploma in Digital Marketing, 2013–14

**MBA**, Manchester Business School, Manchester, UK — MBA, 2002–04

**Bachelor Applied Science**, University of British Columbia, Vancouver, BC, Canada -- 1991 -- 1996

**Languages:** Fluent Mandarin speaker; read and write simplified Chinese (A-level)