



Profile

I am an award-winning customer and product marketing strategist with significant experience leading collaborative teams to define and deliver change. I will maximise the revenues on your P&L and drive down costs-of-service by implementing targeted, evidence-based interventions that deliver on promises to customers.

Key Skills

- ◆ P&L Management
- ◆ CX & Proposition Design
- ◆ Qualitative & Quantitative Insight
- ◆ Forecasting & Planning
- ◆ Business Casing
- ◆ Budget Management
- ◆ Team Leadership
- ◆ Change Sponsorship
- ◆ Storytelling

Career

Ordnance Survey

Oct 2016 – May 2018

Turnover

\$215m
(\$85m Ventures)

Employees

1100

Industry

Data & Technology

Customers

International B2B and
Government

Senior Manager (Acting Head) of Ventures Product & Propositions

Mobilized product and service innovation to enter new markets and support OS's revenue diversification strategy.

- Managed **department of 11** across 3 teams: Product, Marketing, and Pre/Post-Sales Consultancy.
- Managed **budget of c\$5m** plus capital project investments.
- Collaborated with strategic partners and subject-matter-experts to define professional and managed service products for 3 complex global markets: geospatial production, land administration, and infrastructure.
- Designed 3 propositions **worth c\$7m** per annum (per sales pipeline).
- Developed collaborative and lean-inspired processes for product & bid development that shaped the business unit's organizational re-design.
- Led a cross-functional approach to Employee Engagement and wrote the organisational strategy to reduce the Gender Pay Gap.

EDF Energy

Oct 2011 – Aug 2016

Turnover

\$11.3bn
(\$2.9bn B2C)

Employees

10k+

Industry

Energy Retail

Customers

Mass Market
Consumer

Customer Value Manager

Increased the value of our customer base by improving revenue performance across the product portfolio and reducing operating costs.

- Managed **5-8 direct reports** across Customer Experience, Marketing Planning, and Forecasting, in addition to project teams.
- Designed and implemented product, digital, billing, and communications change programmes that delivered **c\$14m of annual benefits** through:
 - Fixed-product retention and roll-over (\$5m)
 - Product cross-sales uplift (\$2m)
 - Cost and bad-debt reduction (\$7m)
- Collaborated between Directors and Senior Managers to set the strategic direction and maintain a rolling 18m plan and investment portfolio.
- Responsible for customer numbers forecasts for pricing and energy hedging decisions.
- Accountable for communications and digital **budgets of \$28m** and responsible for justifying over **\$50m** of spend across marketing.
- Led a culture-change and brand experience roll-out across EDF Energy and shared best practice across the Group.

Early Career

Lloyds TSB Int'l

Nov 2010 – Oct 2011

Industry

Financial Services

Change Programme Lead: Marketing (Product & Customer Experience)

Translated Product, Communications, and Customer Experience Insights into technical requirements for a new banking platform.

- ★ Included requirements definition for migration of 21 platforms to 1.

BE / O2 / Telefonica

May 2009 – Nov 2010

Industry

Broadband Start-Up

BE* Broadband Customer Experience Manager

User-centred product design (e.g. 'Line Bonding' proposition), journey enhancements, and marketing messages for a niche early-adopter brand.

- ★ 2010 "Best Internet Service Provider" award cited 'Line Bonding' and customer communications approach.

Vodafone UK

Mar 2007 – Apr 2009

Industry

Mobile Telecomms

Customer Experience Manager

Designed and analysed insight sources and led impactful change projects to improve product revenue, customer lifetime value, and Net Promoter Score.

- ★ Achieved a 20% uplift in Mobile Internet usage 3m post-change programme.

Pro-Bono

Lean In

Sept 2016 – Present

Founded by Facebook COO Sheryl Sandberg to empower women and girls to achieve their ambitions.

Founder & Regional Leader of Lean In South England

Supports and develops a large network of women, men, and business partners dedicated to gender equality.

- Grew from 1 to 500 members and 9 peer-support circles within a year.
- Partnered to deliver a 'Confident Communicator' training series.
- Delivered 5 chapter-wide events that attracted 75+ attendees through exceptional pro-bono speakers.
- Regularly delivers training, content, and presentations to crowds ranging from 10-200, including at an event with Sheryl Sandberg in June 2017.

Children on the Edge

Mar – Jun 2016

Strategy Consultant

Devised a growth strategy for the annual fundraising half-marathon, including how to engage fun-runners and families with unique propositions.

Shoreham Wordfest

Mar 2013 – Sept 2015

Integrated Marketing Lead

Designed and delivered a strategic re-brand across channels, including web, email, print, and local above-the-line advertising.

Achievements

Notable Awards

Women in Leadership 2017 full scholarship to Henley Business School & authored article in the FT, *sponsored by Financial Times and the 30% Club*
Top 3 Young Marketing Leaders of 2015 UK Marketing Society
Young Energy Professionals 2015 Energy UK and Ernst & Young (EY)

Formal Education

MBA Candidate, 2020, Henley Business School (stage 1 of 3 complete)
MSc Psychology (Distinction), 2016, Manchester Metropolitan University
Focused on organisations and cross-functional team dynamics
Counselling (L2), 2015, CPTA
Business Administration (cert.), 2009, Open University
BSc Biology, 2006, The George Washington University