

Patrick Hallett-Morley

Brand & Marketing Director | Building Clarity, Creativity, and Growth in Fintech Scale-Ups

+31 6 2209 1855 | Amsterdam, NL | p@kinotto.co | [\[LinkedIn Profile\]](#)(LinkedIn Profile)

Brand and growth leader with 10+ years' experience helping fintech scale-ups translate complexity into clarity.

Known for leading major rebrands (SumUp, Nuri), building in-house creative teams, and driving market entry and expansion.

Skilled at aligning brand, product, and go-to-market strategy to deliver commercial growth and internal coherence in hyper-growth environments (200–2,500+ people).

Combines strategic storytelling with coaching-led leadership to empower creative teams and foster alignment across functions.

PROFESSIONAL EXPERIENCE

Independent Coach & Consultant | 2020-Present

Coaching and advising founders and startups on brand positioning, go-to-market, and campaign rollout.

- Coached founders, CMOs, and creative leads on leadership, communication, and decision-making through growth and change.
- Advised fintech teams on brand positioning, storytelling, and rebrand execution, translating strategy into actionable creative direction.
- Facilitated cross-functional workshops to align marketing, product, and leadership teams around a shared narrative and brand purpose.
- Combined coaching methods with brand consulting to improve team clarity, confidence, and creative cohesion during reorganisation or market re-entry.

Head of Brand - Nuri/Bitwala | 2020-2022

Led brand and marketing during a strategic pivot from legacy crypto product to regulated fintech platform.

- Directed the full rebrand of Bitwala to Nuri during a major strategic pivot, rebuilding brand trust and market positioning across EU markets.
- Simplified and humanised complex crypto-banking proposition into an accessible fintech brand narrative.
- Built and led a cross-functional creative and content team; introduced agile campaign workflows and in-house capability.
- Partnered with product, legal, and leadership to unify messaging and ensure regulatory alignment.
- Supported market re-entry and expansion (Belgium, Italy) through localised research and content.

Global Brand Marketing Lead - SumUp | 2015-2019

Built and scaled brand marketing across 30+ markets, supporting global GTM and SME growth.

- Served on the EU leadership team, collaborating with regional heads to align brand, growth, and product strategies across markets.
- Established and scaled the brand marketing function, leading integrated multi-channel campaigns (TV, OOH, digital, partnerships) that drove merchant acquisition and strengthened brand presence across Europe.
- Defined positioning and go-to-market narratives for new product launches and market entries, connecting brand and sales outcomes.
- Contributed to SumUp's growth from 200 to 2,500+ employees and expansion into 30+ markets.

EDUCATION & CERTIFICATES

Coach Training Programme for Personal & Business Coaching | 2024
Barfoot Coaching (ICF Accredited)

Growth Academy Strategy Course | 2022
Growth Academy Berlin

Cert HE Sociology | 2012
Anglia Ruskin University

SKILLS

Brand Leadership & Strategy: Rebranding, Narrative Development, Category Positioning, Executive Stakeholder Management

Creative & Team Development: Coaching & Mentorship, Building In-House Creative Teams, Cross-Functional Collaboration

Go-to-Market & Growth: Market Expansion, Product Marketing, ABM, Sales & Marketing Alignment

Storytelling & Content: Thought Leadership, Campaign Direction, Messaging Frameworks

Data & Systems: Marketing Automation, CRM, Analytics & Optimisation (HubSpot, GA4, Figma, Notion)