

JOF DAVIES

Digital & Systems Leader

Location: Northampton | Contact Information: Available on request

Executive Profile

Senior Digital and Systems Leader with over 15 years of experience designing, delivering, and operating integrated digital, data, and technology functions within B2B media, manufacturing, and services environments. Proven track record of building revenue-supporting marketing operations, CRM and data infrastructure, and technical systems that scale. Combines strategic leadership with deep hands-on execution.

Strategic Scope & Leadership Focus

- Digital marketing strategy aligned to commercial and growth objectives
- Marketing operations, platforms, and infrastructure ownership
- CRM, data architecture, and analytics governance
- Systems thinking across marketing, technology, and operations
- Stakeholder management at executive and senior leadership level
- Mentoring, training, and capability development
- Programme and project leadership across multi-stream initiatives

Selected Business Impact

- Designed and led integrated digital marketing operations supporting a global B2B manufacturing media brand, combining email, CRM, video, events, and content into coherent 360° campaigns.
- Built and governed CRM and data systems underpinning marketing, commercial, and editorial activity, improving data quality, segmentation, and performance insight.
- Implemented automation and systems improvements that reduced manual workload, operational risk, and dependency on third parties.
- Delivered complex digital platforms and workflows showcased through live production systems, marketing automation, and bespoke technical builds.
- Acted as senior authority for platform, tooling, and architecture decisions.

Professional Experience

MTDCNC — Digital Marketing Manager / Systems & CRM Lead (2016–Present)

Senior leadership role with accountability for digital marketing strategy, execution, and enabling systems. Oversaw email marketing, CRM architecture, marketing automation, analytics, and reporting. Acted as senior digital and technical authority across editorial, commercial, and production teams.

Responsibilities and scope:

Ownership of digital marketing operations spanning email, CRM, automation, video, analytics, and reporting.

Design and delivery of integrated, multi-channel campaigns supporting events, content, sponsorship, and commercial objectives.

Governance of CRM architecture, segmentation frameworks, engagement scoring, consent management, and data quality.

Oversight of analytics and reporting pipelines to support senior-level performance review and decision-making.

Leadership across internal stakeholders including editorial, commercial, production, and technical teams.

Design and operation of bespoke workflows and systems where off-the-shelf solutions were insufficient

Super Rad Data Management — Founder / Digital, CRM & Systems Consultant (2012–Present)

Founded and operated an independent consultancy delivering senior-level digital, CRM, data, and technical solutions to B2B clients.

Responsibilities and scope:

Advising business owners and directors on digital strategy, systems architecture, and operational tooling.

Designing and deploying CRM platforms and campaign databases for telemarketing, insurance, and services organisations.

Delivering CRM-driven marketing workflows integrating email, web, analytics, and offline activity.

Acting as long-term custodian of client systems, ensuring reliability, continuity, and scalability.

Delivering training and documentation to ensure adoption and reduce operational dependency.

MAK Media Solutions Ltd - Customer Support Manager / Senior Technical & CRM Lead (2011-2012)

Senior decision-making role within a digital marketing agency environment.

Responsibilities and scope:

Ownership of CRM platforms, data processes, and supporting technical systems.

Leadership of client delivery across digital, web, and marketing technology projects.

Senior technical authority for platform selection, system design, and implementation.

CRM, Data & Analytics Leadership

End-to-end ownership of CRM systems supporting marketing and commercial operations. Design of data architectures covering campaign ingest, cleansing, segmentation, enrichment, and reporting. Strong governance around data quality, compliance, and auditability.

Technical & Systems Capability

Design and integration of complex systems spanning web platforms, APIs, databases, automation, and cloud services. Infrastructure and networking oversight including coordination of high-bandwidth leased-line installation and ongoing management.

Platforms & Technologies (Representative)

- CRM & Data: Five CRM, HubSpot, Salesforce, GoHighLevel, bespoke CRM systems, SQL-based databases, Microsoft Access, Power BI, Excel
- Marketing & Automation: HTML email platforms, marketing automation tools, campaign workflows
- Web & Systems: HTML, CSS, JavaScript, PHP, Python, APIs, CMS platforms
- Cloud & Infrastructure: Cloudflare (Workers, Pages, DNS, Vectorize), hosting environments, networking
- Delivery & Management: GitHub, structured project workflows, documentation and training systems

Leadership & Operating Style

Commercially grounded, systems-led operator trusted by senior stakeholders for clear decision making, technical credibility, and durable delivery. Comfortable owning ambiguity and translating board-level intent into executable systems.

Education

The Ferrers School — GCSEs: 2 × A*, 3 × B, 4 × C

The Tresham Institute — BTEC National Diploma (8 Units)

Northampton College — Film Studies (B), Film & Video (C), Acting (Merit)