

GILL DAVIES

Strategy Partner/Director

CONTACT



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EDUCATION

Post Grad Diploma, Human Resources
Management, Dip CIPD
Kingston University, 2005

Post Grad Diploma, Chartered Institute of
Marketing, Dip CIM
London Metropolitan University, 1988

BA (Hons.) Business Management &
Marketing
London Metropolitan University, 1984-1988

PROFILE

Someone recently described me as 'T-shaped'; specialist skills plus strong knowledge across related areas. The team glue, bringing specialists together for collective achievements.

Excited by challenging norms and creating change in multi-faceted roles

- Relaunch of Allianz; highest ever engagement, +2.7% revenue, +16% brand value
- Created commercially successful new magazine sector with 'Psychologies'
- Transformed a global B2B insurer's marketing; revenue rose 4.1%, profit 6.9%
- Helped Kantar MB regain brand reputation and grow new business pipeline

What others say;

- *'Laid the foundations of our marketing work for years to come' CMO, client-side*
- *'Made a massive impact on a very difficult account and took a strong leadership role'. CSO*
- *'The best interim creative strategist we've ever had' CSO, in house agency*

I believe in the power of companies to make a positive impact; strongly motivated to work with organisations on sustainability and social impact projects.

EMPLOYMENT HISTORY

INTERIM STRATEGY DIRECTOR ROLES - 2010- PRESENT

BBD PERFECT STORM | Strategy Partner

March 2022 – current

- Creative strategy on gender violence campaign for a global brand, positioning a barrister's chambers, campaign strategy for Mischoon De Reya

OGILVY | Strategy Partner PERRIER

September 2021 – January 2022

- Strategic and creative development for Perrier's global sustainability campaign

McCANN HEALTH | Strategy Partner, ALLERGAN

June 2021 – August 2021

- Launch strategy for innovative new product in the complex facial aesthetics market

OGILVY LONDON | Strategy Partner, MONDELEZ

March 2021 – May 2021

- Global category growth and activation strategy for global purpose-led brands

WORLD BEE PROJECT | Communications Strategist

October 2020 – December 2020

- Website for global sustainability initiative to protect pollinators and crop yields

SPECSAVERS | Creative Strategy Director, in-house

July 2019 – November 2019

- Launched new eye scanning tech; demand exceeded target, the opticians were thrilled
- Part of team transforming entire internal agency operation
- Advisor to CSR / sustainability team

SABBATICAL | Property Development, Jan 2018 – June 2019

TRAITS

ENTREPRENEURIAL

Established own company in 1998

RESILIENT & ADAPTABLE

Comfortable with change and ambiguity

CURIOUS

About people, psychology, brands, tech

EMPATHETIC

Enjoy supporting and mentoring

SENSE OF HUMOUR

Essential!

INTERESTS



EMPLOYMENT HISTORY (CONTINUED)

OGILVY | Interim Strategy Partner; AMERICAN EXPRESS

March 2017 – Nov 2017

- Increased Platinum qualified leads by 24% with digital, social, print HNW campaign
- Reformulated & repositioned loyalty scheme resulting in higher retention and spend

QBE (TOP 20 GLOBAL B2B INSURER) | Interim Marketing Consultant

September 2015 – Jan 2017

- Marketing transformation; complex management across 3 BU's and Corporate Finance
- Marketing & brand strategy, creative assets across all channels, budget planning
- Introduced evaluation (NPS/customer journey), structured & recruited new team
- Revenue rose 4.1%, profit 6.9%

VCCP | Strategy Director (Freelance); ASDA

January 2014 – September 2014

- Creative strategy across food, events and pricing campaigns
- Reworked strategic brand focus from price to value and community

PUBLICIS | Global Strategy Director (Freelance); ZURICH

October 2011 – December 2012

- Built global planning network and cross-agency team with digital and media partners
- Launched Zurich in Middle East and South East Asia

GREY | Global Strategy Director (Freelance); WPP's Team Allianz

March 2010 – July 2011

- Global relaunch; multi-channel creative and digital campaign, unique in each market
- Achieved highest ever engagement, +2.7% revenue, +16% brand value

FOUNDER AND DIRECTOR – 1998 - 2010

MOBILISE | Strategic Brand Consultancy; research, analytics, strategy

February 1998 – February 2010

- **Pfizer, Anadin**; brand architecture and proposition 2009
- **Critical Mass Digital**, Luxury ecommerce best practice, Gucci digital pitch win; 2008
- **Hearst**, 'Psychologies'; commercially successful launch created new sector, 2003-7
- **Müller**; creative development, NPD, brand positioning, pack design; 2003-7
- **Kantar Millward Brown**; diagnosed and re-established reputation and BD pipeline; 2006
- **BBDO Proximity**; raised staff satisfaction through culture change 2005
- **P&G; Bold**; brand and creative relaunch made Bold culturally relevant again 2001-2

1997 – 1998; SOLO TRAVEL, ASIA

PREVIOUS ROLES – 1988 - 1997

LOWE LINTAS | Board Planner, Unilever (Lynx/Axe), Nestle (Fruit Pastilles, Milky Bar, Quality Street), Interflora (Silver; Account Planning Group)

1994 – 1997

ABBOTT MEAD VICKERS BBDO | Planner, Wella, Rimmel, Oral B, Panadol

1992 – 1994

COURAGE BREWING | Senior Strategist, Foster's, Kronenbourg, Miller, Molson, Asahi; Portfolio, pricing, NPD, brand, packaging, advertising, promotion.

1990 – 1992

ACCENT MARKETING RESEARCH | Research Exec, Home Office, Eurostar, Transport for London, Steifel; Qual, Quant and Conjoint

1988 – 1990