

# JOHNNY MORRIS



## HEADLINES

Directed multi-brand digital marketing and customer data transformation for international \$5bn-\$10bn retailers

Recipient of Chief Digital Officer Conclave award for Retail, 2017

Member of Facebook's Measurement Advisory Committee (MENA) 2016-18

Acquired & developed marketing agencies, consulting for luxury retail and providing services for high street brands

Founder of a technology consultancy and a property portal, building then exiting both businesses in \$m+ transactions

Fellow of the Chartered Institute of Marketing (FCIM)

## BRAND EXPOSURE

ASICS | Bath & Body Works | Blaze | Boots | Charlotte Tilbury | Christian Dior | Claire's | De Beers | Dean & DeLuca | Debenhams | Foot Locker | Fred Perry | Game | Georg Jensen | GHD | H&M | Harvey Nichols | Jack Wills | Jo Malone | John Lewis | Katsuya by Starck | Kidzania | Le Pain Quotidien | Louis Vuitton | Lyn | MAC | Mango | Marks & Spencer | Melissa | Mothercare | Muji | Next | Nicole Farhi | NYX | Phase Eight | Pizza Express | Pottery Barn | River Island | Shake Shack | Starbucks | Superdry | Topshop | The Body Shop | United Nude | Victoria's Secret | Vision Express | Vivienne Westwood | West Elm | Y-3 | Yohji Yamamoto

## EDUCATION

Executive MBA,  
Henley Business School, UK (Triple-  
accredited)  
Dissertation on 'The impact of  
influencers in luxury marketing'  
Feb 2018 – Oct 2020

## NATIONALITY

UK citizen /  
British passport holder

## PROFILE

I'm a senior business leader with board-level exposure at global conglomerates and a passion for digital technologies. Recently hired to drive change; primarily responsible for origination and execution of marketing strategy with a focus on the convergence of CRM, technology and digital channels. I have a strong track record in measurable results from brand and business transformation.

## CORE STRENGTHS

- International business leadership, driving commercial impact from marketing
- Digital retail transformation (technology, people, process, data)
- CRM, personalized customer experience, loyalty, omnichannel marketing

## EXPERIENCE

### INTERNATIONAL STRATEGY DIRECTOR

McCann Worldgroup | UK | Aug 2020 – present (Freelance)

Lead strategist on MRM and McCann Enterprise for clients such as Saudi Aramco, John Lewis and NEOM. Developing omnichannel marketing strategies. Successfully leading new business pitches.

Also mentoring for the Royal Academy of Engineering's Leaders in Innovation Fellowships international development programme and for the Chartered Institute of Marketing.

### GROUP MARKETING DIRECTOR

Jaspal Group | Southeast Asia | Jul 2019 – Jul 2020 (Contract)

Led marketing for fashion & accessories retail group with 225 own-brand and franchised stores in 7 countries including India, Singapore, Thailand, Vietnam. Brands, included ASICS, Fred Perry, Lyn, Mango, Melissa, Superdry and United Nude. Built centralised team and initiated digital transformation programme:

- Restructured team for focus on multichannel execution and changed production processes to increase commercial impact from digital channels
- Designed new digital planning process for all brands and markets to provide 100% visibility and measurement
- Launched social commerce through Instagram, Facebook and Line beta projects, driving over 10% of retail income
- Strengthened brands through new luxury brand refresh, increasing consumer engagement by 1-2% and growing sales in some markets by 25%
- Recipient of award for most influential fashion brand in Thailand

### CHIEF MARKETING OFFICER

Robinson Department Stores | Southeast Asia | Jul 2018 – Jul 2019

Senior marketing role for Thailand's largest department store brand with 47 stores and 21 shopping malls. Member of Robinson leadership team. Restructured to focus on multichannel opportunities such as extended customer insight and high ROI customer campaigns, demonstrating significant sales impact. Managed a team of 131. Deliverables included:

- Launch of new in-house FMCG brands with 13% sales contribution
- Designed lifestyle communication concepts with multiple options personalised by product and offer, driving over \$2m of incremental income per campaign.

## OTHER ACTIVITIES

Created Project Colombo, charitable initiative for businesses to donate unwanted PC's, recondition and ship to schools in Sri Lanka. Project backed by Microsoft, Rahula Trust (a registered charity supporting children through education) and commercial partners under Corporate Social Responsibility initiatives

Ran a Digital Summit event in 2017 for executive retailers, Facebook, Google, Twitter, LinkedIn and 300 marketers

Former member of the Charity Help Advisory Team at The Clare Foundation

Former speaker at The Supper Club, an entrepreneur's network

## INTERESTS

Heritage brands  
Trail running  
Motor racing

## EXPERIENCE continued

This was a dual role; 50% focus as Group Customer Director (Executive Vice President) at Central Retail, Reporting to CEO who recruited me to join retail leadership team as the senior marketer to rethink strategy and implementation plan. Focused on campaign innovation, structure, process and technology. Sales in 2016 were \$10bn from 5,000 retail stores, shopping malls, hotels and other investments in Thailand and overseas.

### DIRECTOR OF CRM AND DIGITAL

Alshaya | Middle East & Russia | Nov 2013 – Dec 2017

Global leadership role at retail operator with sales of \$5bn pa from 21 countries, 80 retail brands, 3,900 stores and 59,000 staff. Brands included Harvey Nichols, H&M, Starbucks, and Victoria's Secret. Recruited to establish a customer data and marketing infrastructure to add revenue across all divisions and markets.

Headlines:

- Designed 5-year Customer Vision – extensive, evangelical strategic initiative detailing how digital will drive revenue
- Grew central CRM and Digital department of 78, directing further marketing teams in largest retail brands. Deployed offshore customer insights and analytics operation for segmentation and data modeling
- Secured budget and stakeholder buy-in and responsibility for deployment of enterprise (\$m+) multichannel CRM system
- Delivered a Single Customer View sourcing large-scale data sources from retail stores, SMS, social media, customer services and e-commerce transactions. Extensive digital transformation produced over \$23m of incremental sales in first year
- Devised and launched multi-brand loyalty programme (Privileges Club) in MENA and Russia including deployment of multiple digital products (mobile apps) incorporating campaign ROI tracking. Recruited 5 million members. Established framework for NPS customer satisfaction interface. Hosted VIP draw winner events to generate PR and social media coverage

### MANAGING DIRECTOR

Strand Marketing Group | UK | Jan 2004 – Oct 2013

Started marketing agency, specializing in retail. Client brands included Christian Dior, De Beers, Georg Jensen, Louis Vuitton (via Havas), M&S, Vivienne Westwood and Y-3. Reported to board. Highlights were:

- Leader of 7x marketing audits for retail CEOs and boards to find sales growth through marketing and customer experience
- Devised retail loyalty programmes for high street and online retailers; measurable successes included a 415% increase in product sales for GHD and a 6.25% increase in LFL turnover for Game Group Plc
- Contributed CRM insights and segmentation models to drive communications and sales through retail and online channels
- Liaised with global HQ at Group level. Shared best practice with Australia, Singapore, UAE and USA, collaborating on global metrics and development projects for 50x retail clients such as The Body Shop, H&M, Sanity Music, Dusk and Caltex
- Acquired 3 businesses to extend service offering and expand client base
- Inspired others as a champion of customer experience in retail, featuring in Financial Times, retail and marketing press

## EXPERIENCE continued

### **MANAGING DIRECTOR**

Xpertcorp UK | UK | Jan 2002 – Dec 2003

Country level responsibility for APAC-based knowledge management solutions provider, commercialising data. Responsible for UK sales (BBC, BT Group plc, UK Government) and product design.

### **FOUNDER & CHIEF TECHNOLOGY OFFICER**

Underoneroof.com | UK | Dec 1999 – Jun 2001

Created online real estate portal, directing it from start-up through to a top 5 UK property e-business with a team of 35. Engineered sale to Associated Newspapers and subsequent integration with Evening Standard online classified media portfolio.