



Martin Harrison

Head of Strategy

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Hi! I'm a senior marketing strategic leader with 20+ years experience across all disciplines, with a particular focus on digital innovation. I love the process of creating great customer experiences, whether that's a digital, advertising, social and all in between. I have participated in multiple award-winning projects, and have two IPA Awards for Effectiveness (so far). I am an accomplished speaker, having presented at SXSW twice and at many other events. A client once described me as "the most inspirational planner I've ever worked with".

- Completed IPA Excellence Diploma, 2014
- Winner of 2x IPA Effectiveness Awards, (including the inaugural B2B award), 2011; 2022
- Course lecturer, Chartered Institute of Marketing (Advanced Digital Techniques)
- 2x Speaker at SXSW

2022- Present

Strategy Director, True

I lead the strategy function in a growing B2B specialist agency. As a creatively focussed agency, my role is to bring the insight and strategic rigour of B2C to B2B. Our work on Mondi won the inaugural IPA Award for Effectiveness in B2B. As an integrated agency, I work closely with the media team, and helped to redefine the agency media proposition, leading to £5m+ of new business last year.

2017-2022

Strategy Partner, Wunderman Thompson

Strategy lead across a portfolio of B2B clients, including BT, Sage, and Tableau.

Key Client - Sage. Led pitch and subsequent engagement, which saw a new brand and advertising strategy and TV creative launched with significantly increased spend. Our first campaign won four awards at the B2B marketing awards, including the Grand Prix.

Key Client - BT. Led a wide variety of projects including website redesign, enhanced CRM programme, customer experience insight, and global advertising strategy. Two of our campaigns were featured in Campaigns Ad of the Week, a first for a B2B client.

Authored White Paper; "Inspire B2B", taking the agency positioning and applying it to B2B, with accompanying WARC article.

Led and mentored a diverse team of strategists, following several mergers and acquisitions.

2017 - 2018

Marketing Director, Kortical

Kortical is an Artificial Intelligence startup, with the aim of bringing the benefits of artificial intelligence to every business. I helped define their brand, sales and marketing strategy, business development and VC pitch deck. The business secured funding, on-boarded several new clients and continues to thrive.

2011 - 2017

Head of Strategy, Huge

Led strategy practice in the London office of Huge, Inc. Oversaw a team of strategists across a wide variety of European clients.

Key Client - Knorr. Unilever's biggest brand, with over £3b in sales across over 200 countries. Led a project to align 200+ markets around one single global strategy. Reoriented the business around content marketing, to capitalise on the astonishing growth of food as a search category. Defined the global digital ecosystem, focusing on Search, Website, YouTube and Facebook as key platforms for global reach and engagement. Worked closely with agency partners to ensure a coherent global approach.

Key client - Enel. An Italian multinational Energy company (revenues of £80bn, operating in 30 countries). Defined global strategy, moving from multiple local brands to a single global presence. Led stakeholder interviews, coordinating feedback from key markets (Italy, Spain, Romania, Brazil, Columbia, Peru). Defined content and website strategy for corporate brand and local market sites.

Other notable clients.

Alexander & James – Diageo's first ecommerce site. Created brand from scratch, from naming and business strategy through to site, packaging and communications strategy.

Royal Ascot - redefined the digital experience for the world's most prestigious racing meet.

2009 - 2011

Tullo Marshall Warren: Senior Strategist

Key clients: Unilever (Lynx, Flora, Persil), Diageo (Guinness, Pimms), PayPal, First Direct

Key client - Lynx (Axe). The Unilever men's personal care brand. Brought the client and agency on a journey that moved the entire budget from CRM into Facebook, building the largest media property for 18-24 year-old men in the UK. Liaised with multiple internal clients, including legal, to deliver strategy effectively. Reshaped the agency model to employ editors and journalists to run social projects. Implemented a measurement strategy that was able to successfully demonstrate an uplift in spend that resulted in an IPA Effectiveness Award. Our Facebook strategy was adopted as a global best practice for Unilever.

Education

BA, Philosophy, University of Warwick