

SARAH CASE

née Ffelan



A proven marketer with 25 years' experience in innovation, brand strategy and marketing.

Naturally creative, intuitive brand expert. Proficient at identifying business insight and providing strategic direction.

High energy, passionate and committed to getting the job done. Strong creative thinker with a flair for ideas and expert in creative thinking processes.

A collaborative team player, adept at working with multiple stakeholders.

Extensive brand and communications experience of through the line campaigns for major brand launches.

A doer! I get things done. Very driven and used to working at pace and to deadlines.

CORE SKILLS

Strategy
Innovation
Creative Thinking
Insight & Trends
Brand Positioning & Identity
Marketing Communications

EDUCATION

The University of Edinburgh, 1993-97
1st Class BCom (Hons) in Business Studies

Runshaw College, 1991-93
A'Level: German (A) English Lang & Lit (B) Economics (B), AS Statistics (B)

St Michael's High School, Chorley, 1986-91
11 GCSEs: 9 Grade A, 2 B

MY CAREER

HAVAS LYNX - Planning Director - Jan 2023, 6 month contract

I am currently working with Manchester advertising agency, Havas Lynx, who specialise in healthcare communications as Planning Director for pharmaceutical client, UCB, leading the global strategy for BIMZELX across dermatology and rheumatology.



Freelance Brand Strategist / Marketing Consultant 2016-2013

NHS England, 2020-2023

I spent 3 years providing strategic and creative support to NHS England's Behaviour Change Team on several projects, including Covid, the National Menopause Programme and the Women's Health Strategy. Working with the Behavioural Insights Team (BIT), my work involved strategy, the facilitation of workshops, project management, insight gathering and designing solutions.

Brandon Consultants / Wendy Dunn Research, 2020-2023

I provided regular brand strategy and innovation support to these Manchester agencies, working mainly on FMCG Innovation or brand positioning projects across a variety of clients and sectors, including Dr Oetker, AG Barr, Robert's Bakery and Thornton Ross.

Treetop Trek Ltd, Marketing Manager, 2017 - 2022

This was a hands-on in-house role (on a freelance basis), responsible for the marketing strategy and execution, making a small budget work hard, which required creativity and a hands-on approach! The role involved the management of all social media channels, advertising and design. I led the launch of the new Manchester site in 2017 and supporting the controversial Thirlmere Zip Wire bid, along with development of a new website and booking system.

Little Voices Ltd, Marketing Manager, 2017-2023

I began working with Little Voices in 2017 when I led the development of their brand positioning and marketing strategy, after which I continued to provide ongoing marketing support, 2 days a month. This work included design, developing training materials and development of marketing materials for the franchise network.

Other clients include:

Crest Nicholson PLC	Brand positioning, & values, 2019 and 2021
Barking Mad Ltd	Brand Positioning & values, 2016
Fusion Learning	Freelance innovation support, 2016



aha innovation Ltd - Director 2013-2016

aha innovation Ltd was a brand and innovation consultancy who used insight and creativity to solve problems and identify opportunities in large organisations. Over the 3+ years at aha, I worked with Kellogg's, AG Barr, Robert's Bakery, Warburtons, Soreen, Swallowfield and many other businesses on Strategy, Brand Development, Idea Generation and Innovation Execution, as well as providing regular Planning work for The If Agency, Manchester.

As a founding partner, I led the development of the creative tools and processes which helped get to differentiated, commercially viable ideas, rooted in insight.

Innovation/Brand Manager 2004-13

Innovation and Brand management roles, taking new projects from concept to launch via a Stage Gate process, involving opportunity scoping, idea generation, concept development, research, brand positioning and innovation execution, working across many brands, including Coco Pops, Rice Krispies and Special K. I also led the long-term pipeline development, working with a futures agency to identify breakthrough opportunities.

Most notably, I was responsible for the development and launch of new brands, Krave and Special K Biscuit Moments, both of which became £10m brands in their first year of launch and continue to enjoy success. Krave was Kellogg's most successful cereal launch ever at the time, targeting a new consumer segment. I was the first person to take Kellogg's into social media with their first Facebook campaign for Krave.

I have substantial, proven brand marketing and communications experience, having executed numerous through-the-line campaigns across a wide range of platforms including Experiential Marketing, Facebook, Outdoor, TV, Digital and Print campaigns as well as PR and Shopper Marketing.

Consumer Promotions Coordinator, 2002-04

Responsible for the sourcing, development and management of on-pack promotional programmes for UK/Europe on children's brands, working with major principals including Warner Bros and Dreamworks. I led Kellogg's first pan-European promotion in 2003 since Star Wars in the 1990s.

4Kids Entertainment - European Marketing Manager, 2000-2002

4Kids was a licensing company who acquired, developed and marketed children's entertainment properties worldwide, best known for Pokemon and Yu-Gi-Oh. Working with Broadcasters, Licensees and Principals, including Nintendo Europe & America, I was responsible for the trade marketing of their properties and consumer marketing launch of Cubix, working with Cartoon Network.

Tomy Europe - Product Manager, 1998-2000

Responsible for range planning, product development and marketing of electronic toys and mechanical design with a portfolio of brands including Pokemon, Yoho Ahoy (BBC), Tomy Robots & Megasketcher. Sourced new products from the Far East, working with inventors and licensing partners. Executed numerous TV and Press campaigns, including the company Trade Marketing campaign.

SKILLS & TRAINING

Kelloggs

?What If! Training: Touch & Productive Creativity Courses, Making it Happen
Media Trained
Clayton Gregory - Buying Creative Work
I wrote a book on the creative process and idea generation for Kellogg's

Graphic Design - Competent with Adobe Illustrator



INTERESTS

I enjoy a rural lifestyle with my family, enjoying yacht sailing (RYA Competent Crew), skiing and gardening. I'm a keen cook and love entertaining friends.

Actively involved in the community via the Events Committee for the village hall, organising various events each year, including the village sports day! I was Editor (& designer) of the parish magazine, Wagtail for 3 years.

I'm a singer/songwriter and have recorded many songs over the years. In 2012, I released a self-produced album, Laid Back Lullabies, and performed at a number of festivals, including Latitude and Blissfields. I have long abandoned dreams of being a pop star, but am lead singer and keyboard player in a Kendal based original music band, The Size, and gig regularly.
<https://www.facebook.com/thesizemusic>

The Old Police House
Arkholme
Carnforth
LA6 1AS

sarah@thethoughtpath.co.uk
07841 978606