

# Mahbub Ahmed

## Summary

A Global Marketing leader with over 20 years of strategic and operational integrated marketing covering ATL, BTL, CRM, Digital, Data and Insight experience. Senior leadership roles at various client side companies, both national and international. Responsible for integrated digital marketing programmes in UK, Europe, Canada and Australia. Managed £multi-million budgets, in over 50 markets. Omni-channel Customer marketing, data insight expert and Innovation specialist.

Expert at planning, implementing and optimising digital marketing strategies, operations and capabilities; launching successful B2C and B2B campaigns, loyalty and retention programs; Proven ability to think strategically and holistically across global operations balancing commercial and customer needs. Proficient in communicating with and influencing multifunctional teams at all levels to achieve common goals. A talented leader with a superb aptitude for motivating and developing large teams.

A track record of hiring, managing and inspiring high performing talent. Management for over 50 staff (Strategy, Channel Planning, Campaign execution, Technology, Project Management, Data & Insight). Matrix management of connected global champions. Setting vision, instilling process; motivating teamwork and passion to deliver effective, valuable and exceptional work.

Demonstrable success guiding global organisation's to understand and engage their audiences and the channels to reach them; build awareness, drive consideration, purchase and loyalty. By aligning and balancing business strategy, customer insight, channel planning, creativity, technology, and data.

## Achievements Summary

- **Increased customer conversions by 42% across the product estate within 9 months** by implementing an omni-channel CRM/contact strategy. *Company: Comparison site.*
- **Reduced customer attrition by 55% within a 12 month period** by deploying targeted awareness campaigns to audiences, driving reassurance to existing customers and implementing innovative tech capabilities to ensure effective communications is in place. *Company: FMCG.*
- **Successfully drove 1.23M app downloads (Target: 1M downloads) within 12 months** which resulted in **86% App base becoming Active users** and organic incremental revenue generated across overall product portfolio and services. *Company: Gas & Utilities.*
- **Leveraged digital customer engagement** such as Social, PPC, Display and In-App to support CRM email communications, offline engagement and accommodated within an omni-channel contact strategy that **successfully resulted in awareness, of Brand, new product propositions and YOY growth.** *Company: All.*
- **Successfully re-structured an inherited CRM Marketing function**, instilling vision and direction. Turned-around teams from an existing **operational mindset to entrepreneurial successful marketers. Reduced staff retention efforts and promoted individual's based on performance under my leadership.** *Companies: Gas & Utilities, FMCG, Comparison Site, Online Takeaway.*
- **Successfully increased MoM revenue to +23%** from applying insight driven targeting and personalised content to specific cohort's of audiences.
- Developed **successful KPI measurement framework for the CRM Marketing function** and effectively aligned with other business functions and the overall business objectives. *Company: All.*
- **Successfully championed and effectively drove change management** across businesses by breaking down the 'silo's' and building bridges across teams to promote collaboration. *Company: All.*
- **Successfully on-boarded Sales Force Marketing cloud and Microsoft Dynamics CRM tech capabilities** across various businesses. *Company: Construction, FS, Comparison Sites, Online Takeaway, FMCG, Gas & Utilities.*

**Please Note – Other examples of achievements at specific companies of interest can be available to you upon request.**

## Professional Experience

**Agent42**, Director of CRM Marketing EMEA (on secondment to Haier Europe)

**Feb2022 – to date**

Mahbub was hired via Agent42 to develop an omni-channel CRM Marketing Strategy, Customer Lifecycle Journeys, CRM Lifecycle Communications and Data solution approach for Hoover, Candy and Haier across EMEA region.

**Alexandra**, Senior Digital CRM Marketing Consultant (Contract)

**Oct2021 – Jan2022**

Mahbub was hired to build the foundations of the Digital CRM strategy, capabilities and operating model from concept to delivery.

**The Office Group**, Senior CRM Marketing Consultant (Contract)

**Oct2020 – Oct 2021**

Mahbub was hired to deliver the 12 months CRM Marketing strategic plans and direction that supports The Office Group's business ambitions across 2021 and beyond.

**Shell Energy Retail**, Head of CRM Marketing (Contract)

**Aug 2019 to March 2020**

Mahbub was hired to develop SERL CRM/omni-channel contact strategy, future roadmap for marketing support across the product estate. Marketing lead for Salesforce CRM project. Managing and leading the CRM Marketing team, accountable for increase of on-boarding, in-life engagement, Increase retention, and decrease of churn. Member of the SLT reporting into the Commercial Director. Team Management: 15 FTE's.

**Centrica British Gas**, Senior CVM Strategy & Planning Consultant (Contract)

**Nov 2018 – June 2019**

Mahbub was hired to define, develop and implement an omni-channel contact strategy with the objective of driving offline B2C audiences to online app based engagement.

**Ambassador Theatre Group**, Senior CRM Manager (Contract)

**July 2018 – Sept 2018**

Mahbub was hired to support ATG (<http://www.atg.co.uk>) with strategic campaign planning, developing CRM campaign frameworks, campaign team management and direction for the UK business.

**Live Better With**, Senior CRM Consultant (Contract)

**Jan 2018 – July 2018**

Mahbub was hired by this start-up business (<https://livebetterwith.com>) to run an Audit of their CRM processes and capabilities.

**Hiyacar**, Senior CRM Consultant (Contract)

**Jan 2018 – July 2018**

Mahbub was hired by this start-up business (<https://www.hiyacar.co.uk>) to develop the CRM strategic framework that covered setting up of customer journeys/Lifecycle mapping, set up of CRM communications, User Experience optimisation, report planning and future roadmap for CRM.

**Philip Morris International**, Head of Customer Marketing (Contract)

**May 2017 – Dec 2017**

Mahbub was hired by PMI to develop and lead the Customer marketing vision within the Digital team of the UK division of their RRP (Reduce Risk Product) business. His remit was to build the strategic framework, capabilities and operations with an ambitious 6-12 month strategy which includes collaborating with his digital counterparts, customer contact centre, brand, commercial and legal & compliance teams to drive a multi-channelled Customer marketing strategy focussing on customer journeys to build awareness, drive consideration, purchase and loyalty that is supported by an effective contact strategy where the objective is to enable customer relationship management to drive growth of the customer to this new brand. ([www.iqos.co.uk](http://www.iqos.co.uk)).

**Just Eat**, Global Head of CRM (Contract)

**December 2016 – April 2017**

Mahbub headed up the Global Customer Marketing team that covers 13 countries across the globe (Europe, Canada, South America, Australia). Leading a team of Senior CRM Marketing Managers, Marketing Executives, Email specialists and Database managers to drive the proposed CRM vision across the business. Reviewed and optimised the capabilities and ensured support is applied to the CRM vision. Working with SFMC to ensure all activities such as CRM Programmes and Campaigns have been migrated across to this platform. Member of the Senior Leadership Team.

**MoneySuperMarket.com**, Head of CRM Planning & Strategy (Contract)

**March 2016 to October 2016**

Mahbub headed up the planning and strategy CRM function of MSM.com. Leading a team of data planners, CRM analysts and executives to build the foundation of tomorrow's revenue initiatives. Developed the CRM strategy, contact strategy and customer journey for MSM. Responsible for driving customer centricity into the engagement strategy from a typically product led communications by applying personalisation into existing communications and introduction of reactivation and re-optin campaign initiatives. Breaking down the silos and collaborating with customer science, digital, content & creative and commercial teams with marketing initiatives. Involved in the Salesforce Cloud (Exact Target) ESP migration, journey builder, content & contact builder. Planned 6-12 months seasonal campaign activities and marketing initiatives, from working with partnership companies which involved setting up customer acquisition activities to setting up joint venture Omni-channel engagement activities.

**Broadbandchoices.co.uk**, CRM Consultant (Contract)

**January 2016 February 2016**

Short-term contract. Hired by the CEO to review and restructure the CRM function from a strategic and operational perspective.

**Trig Social Media AB**, Interim CMO/Senior Consultant and Advisor to CEO (Contract)

**August 2015 to November 2015**

This is an advisory position based in Stockholm, Sweden/Home-based. Hired by the CEO to build, manage and support the marketing function of the business. A strategic role, developing social, CRM, digital strategies, customer acquisition and engagement initiatives. A very much 'greenfield' project. I have set up a KPI process across all marketing channels to measure

the effectiveness of campaign performance from ATL to BTL activities. Regular reporting of attribution model was automated and circulated to the board of Directors.

**Comparethemarket.com**, Senior Manager, CRM (Contract)

**October 2014 to August 2015**

Hired by CTM to head and manage the CRM team to support the BAU operational, strategic and loyalty CRM programme. Managed a team of 8 members of staff, from CRM Marketing Managers, Campaign Managers and Marketing Executives. Typically a brand led business, Mahbub successfully drove data and insight driven marketing via CRM communications and customer insight that supported marketing strategies, data insight and commercial functions. Successfully launched a new rewards programme that acquired extreme popularity across the industry with a robust proposition. Initiated projects working in alliance with other business units breaking the 'silos' and promoted collaboration across the business thus resulting in a successfully delivered programme. Successfully developed the contact strategy which supported our ATL activities and affiliate marketing. Involved in the data migration project from bring in-house the SCV from an external data agency. Owner of all related contact strategies and customer journeys, constantly reviewing and optimising processes. Worked on attribution model to analyse channel performance and profit associated per marketing channel. Worked with the BI team to automate this process and product automated reports to circulate to the management team. Working alongside our partner CRM agency.

**Kier Group**, Group Head of CRM (Contract)

**February 2014 to September 2014**

Hired by Kier Group to head and build the foundations of CRM across the organisation, operational and strategic. Successfully delivered CRM effectively to 70% of the groups of business divisions, which included heavy stakeholder management, CRM training, CRM best practice and data governance, market insight initiatives, marketing campaign management. Automated pipeline reporting and also developed the CRM strategy roadmap to support all the business areas within the group. Acted as CRM subject matter expert to advising staff from Executive Board members to divisional teams on how CRM would benefit their business area and exploit and highlight the value this will provide them. Successfully recruited a team of data analyst and marketing managers. CRM platform: MS Dynamics 2011

**Johnston Press**, Group CRM Data Consultant (Contract)

**July 2013 to February 2014**

Hired by JP to liaise with the data agency on the data migration project and assist with the development of the Single Customer View Database as well as assisting with the involvement of setting up the email tool (eMessage) and campaign management tool (EMM) within Unica. Regularly advising and highlighting opportunities that exist within JP's domain such as CRM – engagement of prospect/customer base and Data quality initiatives to improve marketing performance. Specific task involved in the data migration of consumer data from various source systems to a single data platform. Preparing data specification/data mapping documents.

**Fiat Group Automobiles UK Ltd**, Group Database & CRM Marketing Manager

**November 2011 to March 2013**

Mahbub worked in the digital team responsible for managing the groups CRM, Data and Insight Services to the following brands: Fiat, Alfa Romeo, Fiat Professional, Chrysler, Jeep and Abarth. He was also responsible for the successful creation, management and delivery of the CRM, Digital and Social strategic roadmap, constantly optimising this strategy to focus on further marketing opportunities. Mahbub provided the project management of data and technical projects relating to CRM. He also developed data related technical solutions in support of Marketing, Aftersales and CRM initiatives.

**Dixons Retail Group Ltd**, Group CRM Manager

**Towergate Partnership Ltd**, Group CRM Manager

**Syzygy UK Ltd (WPP)**, Campaign Manager

**GfK Automotive**, Senior Research Database Execute/Senior CRM Consultant

**Northgate Information Solutions UK Ltd**, Database Co-ordinator/Logistic Support

**Unisys Ltd**, IT Consultant

**January 2010 to September 2011**

**March 2008 to April 2009**

**May 2007 to March 2008**

**December 2000 to April 2007**

**October 2000 to December 2000**

**December 1999 – July 2000**

## **Professional Courses Attended and Education**

BSc (Hons) 2.2 in Information Systems Development, University of Bedfordshire, Luton (1999)

HND Pass in Business Information Technology, University of Bedfordshire, Luton – (1998)

## **Interests and Hobbies**

Mahbub enjoys spending time with his family. A keen and active cyclist and has travelled extensively around the globe, greatly enjoy experiencing different cultures. Keeping up to date with the property market are also his key interests.