



Marcus Richardson

I am a Senior integrated Strategy Director with over 20 years ad agency experience, including the past ten years at FCB Inferno. I am passionate about driving commercially strong, insightful creative campaigns and developing communications strategies that are purposeful and genuinely behaviour changing.

I have a strong foundation and interest in retail and shopper behaviour, and experience with planning and executing direct response campaigns, integrated global campaign toolkits, brand trackers, and with research moderation and analysis.

I am curious by nature, fascinated by technology, and love adventure. I especially enjoy the nature of teamwork, contributing to and adding value to any team whether leading from the front or filling a gap.

At FCB Inferno I was a key member of the Leadership Team, and I ran the Strategy department's weekly huddle. I am passionate about culture and inclusivity and played a leading role in the agency's activities in this area helping to establish its internal oversight committee.

Sector experience:

UK Government:	DCMS
Telecommunications:	Huawei and Nokia/Microsoft (global and local)
Automotive:	BMW
Finance:	Jupiter Asset Management
Home Entertainment:	Sky
Charity:	Battersea Cats & Dogs, Fairtrade
Education/publishing:	Pearson
Healthcare:	HCA Healthcare, Peppy Health
FMCG:	Coca-Cola

Employment history:

Table 19 Jan 2021 – current. Freelance Strategy Director: Sky
Inspired Thinking Group – Dec 2020. Freelance Strategy Director: Pitch support
Kindred Agency Sep 2020 – current. Freelance Strategy Director: DCMS, Disney+
FCB Inferno – May 2020 – Dec 2020. Freelance Strategy Director: BMW, Valspar paint
Peppy Health – Jun – Aug 2020. Freelance Strategy Director

FCB Inferno 2009 – May 2020

I joined FCB Inferno as a Senior Account Director but was moved into the strategy dept after 9 months. I became a Strategist in 2010, promoted to Senior Strategist 2011, and then to Strategy Director in 2013.

Accounts and experience include:

Battersea Dogs & Cats Home 2019

I was lead strategist on the [behaviour change campaign](#) to reframe rescue that launched in October 2019. The campaign seeks to shift perceptions that animal shelters are full of damaged, sad animals that are hard to train or love.

The role included brand planning, comms architecture, coordinating strategy input from partner agencies, establishing and managing a brand tracker for benchmarking KPIs, researching creative territories and executions, and overseeing creative production.

BMW 2017 – May 2020

I was lead strategist for BMW Corporate, which accounts for half of all BMW's annual new car sales. I devised an [engagement programme](#) to reward and build retention among BMW company car drivers who are traditionally shielded by their fleet managers and fleet suppliers. This will be the first scheme of its kind in the UK.

In addition to BMW Corporate, I looked after strategy for all BMW Aftersales content, as well as distinct projects and new product and car launches.

Valspar & Ronseal 2017 – May 2020

As lead strategist for Sherwin Williams, I have helped [Valspar paint](#) consistently grow brand and sales performance to take the largest share of the tinted paint category within B&Q (its sole retailer in UK), grow brand awareness and especially depth of awareness, and I've improved the output from the cross-agency group establishing creative vehicles for each stage of the customer journey.

I regularly delivered up-stream projects and aided customer pitches for Sherwin Williams to their customers across Europe.

Huawei 2018 – May 2020

I was a lead strategist on Huawei and helped establish and pitch the creative concept for [StorySign](#) that was one of the most awarded campaigns of 2019 (7x Cannes Lions, 8x One Show).

I created the mechanics and framework to land the world's largest [photo competition judged by AI](#) to support and sustain sales of the Huawei P20 Pro.

I devised and managed a cross-channel campaign to support Huawei P20 Pro in Vodafone Global Retail with a retail and digital execution across 8 markets, creating a 38% sales increase and 57% ROI.

Jupiter Asset Management 2015 – 2019

I was the lead strategist for Jupiter Asset Management for 4 years, helping Jupiter shift its brand identity from a one dimensional, descriptor 'on the planet to perform' towards a more relevant and dynamic approach that allowed Jupiter to reveal 'The Human Advantage', its unique approach to active fund management. On a very limited media budget the work helped Jupiter maintain a top 3 position of unprompted brand awareness over the past 5 years, creating salient and meaningful campaigns.

Pearson 2018 – 2019

Lead strategist on the [BTEC Works campaign](#), raising awareness of BTEC qualifications for students, parents and teachers.

Sky 2015 – 18

I was the lead strategist for over 20 Direct Response campaigns for Sky that grew the fees for FCB Inferno from £150k per annum to £1.75m per annum over 3 years. Our '[Value Unpacked](#)' was Sky's best performing 'triple play' campaign that reframed value and encouraged trading up.

Our Black Friday campaign in 2015 was Sky's highest achieving campaign ever for new customer acquisition and upgrades.

I led strategy for the campaign that successfully [launched Sky Q](#), relaunched Sky Sports (for acquisitions and retention), and I worked on the early phases of the hugely successful Sky VIP loyalty programme that rewards tenure.

HCA Healthcare 2017

I was the lead strategist for HCA Healthcare having led and won a pitch, delivering £1m of fees. HCA owns London's most prestigious and famous private hospitals and sought to build awareness for its masterbrand to deliver cost efficiencies and consumer engagement, aiding cross-selling. The role involved commercial strategy, proposition research and multiple tactical creative campaigns.

Nokia / Microsoft 2009 – 2016

I was a lead strategist for Nokia Global, creating launch campaigns and global toolkits for over 150 device and service launches over seven years. Highlights included the launch of Nokia with Windows phone in 2011 ([The Amazing Everyday campaign](#)), the transition of Nokia Lumia into Microsoft, and activating an AI art exhibition for Microsoft in the Tate Gallery. My involvement helped to maintain £3m+ fees annually for FCB Inferno over 7 years.

Employment history continued:

Euro RSCG KLP 2008 – 2009. Global Account Director

Nokia Global – managing and activating global retail campaigns and retail identity for its flagship stores.

Haygarth 2003 – 2008. Senior Account Manager / Account Director

Nokia (including a year's secondment to Nokia as Channel Marketing Manager in 2006)
Reckitt Benckiser, Pepsico, WaverleyTBS.

Mustard (formally ZGC) 2001 – 2002. Account Manager

Coca-Cola & Schweppes. Retail tailor-made campaigns and on-pack promotions.

Dynamo Marketing 1999 – 2000. Senior Account Executive

Coca-Cola & Schweppes. Retail tailor-made campaigns and on-pack promotions.

WARL 1998 – 1999. Account Executive.

Jacobs Cream Crackers, Twiglets, Club. McCain chips

Education:

WSET Level 2 diploma (Wines & Spirits Education Trust)

Institute of Sales Promotion diploma (now IPM)

BA (Hons) International Hotel & Catering Management, University of North London

Referee: Vicki Holgate: <https://www.linkedin.com/in/vickiholgate/>