

GILL DAVIES

Strategy Partner/Director

PROFILE

Someone recently described me as 'T-shaped'; specialist skills plus strong knowledge across related areas. The team glue, bringing specialists together for collective achievements.

Excited by challenging norms and creating change in multi-faceted roles

- Relaunch of Allianz; highest ever engagement, +2.7% revenue, +16% brand value
- Created commercially successful new magazine sector with 'Psychologies'
- Transformed a global B2B insurer's marketing; revenue rose 4.1%, profit 6.9%
- Helped Kantar MB regain brand reputation and grow new business pipeline

What others say;

- 'Laid the foundations of our marketing work for years to come' CMO, client-side
- 'Made a massive impact on a very difficult account and took a strong leadership role'. CSO
- 'The best interim creative strategist we've ever had' CSO, in house agency

I believe in the power of companies to make a positive impact; strongly motivated to work with organisations on sustainability and social impact projects.

EDUCATION

Post Grad Diploma, Human Resources Management, Dip CIPD
Kingston University, 2005

Post Grad Diploma, Chartered Institute of Marketing, Dip CIM
London Metropolitan University, 1988

BA (Hons.) Business Management & Marketing
London Metropolitan University, 1984-1988

EMPLOYMENT HISTORY

INTERIM STRATEGY DIRECTOR ROLES - 2010- PRESENT

BBD PERFECT STORM | Strategy Partner

March 2022 – current

- Creative strategy on gender violence campaign for a global brand, positioning a barrister's chambers, campaign strategy for Mischoon De Reya

OGILVY | Strategy Partner PERRIER

September 2021 – January 2022

- Strategic and creative development for Perrier's global sustainability campaign

McCANN HEALTH | Strategy Partner, ALLERGAN

June 2021 – August 2021

- Launch strategy for innovative new product in the complex facial aesthetics market

OGILVY LONDON | Strategy Partner, MONDELEZ

March 2021 – May 2021

- Global category growth and activation strategy for global purpose-led brands

WORLD BEE PROJECT | Communications Strategist

October 2020 – December 2020

- Website for global sustainability initiative to protect pollinators and crop yields

SPECSAVERS | Creative Strategy Director, in-house

July 2019 – November 2019

- Launched new eye scanning tech; demand exceeded target, the opticians were thrilled
- Part of team transforming entire internal agency operation
- Advisor to CSR / sustainability team

SABBATICAL | Property Development, Jan 2018 – June 2019

TRAITS

ENTREPRENEURIAL

Established own company in 1998

RESILIENT & ADAPTABLE

Comfortable with change and ambiguity

CURIOUS

About people, psychology, brands, tech

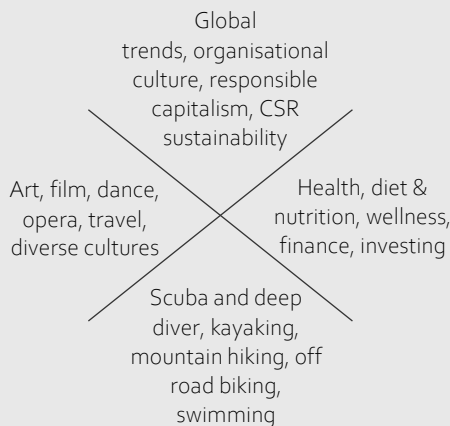
EMPATHETIC

Enjoy supporting and mentoring

SENSE OF HUMOUR

Essential!

INTERESTS



EMPLOYMENT HISTORY (CONTINUED)

OGILVY | Interim Strategy Partner; AMERICAN EXPRESS

March 2017 – Nov 2017

- Increased Platinum qualified leads by 24% with digital, social, print HNW campaign
- Reformulated & repositioned loyalty scheme resulting in higher retention and spend

QBE (TOP 20 GLOBAL B2B INSURER) | Interim Marketing Consultant

September 2015 – Jan 2017

- Marketing transformation; complex management across 3 BU's and Corporate Finance
- Marketing & brand strategy, creative assets across all channels, budget planning
- Introduced evaluation (NPS/customer journey), structured & recruited new team
- Revenue rose 4.1%, profit 6.9%

VCCP | Strategy Director (Freelance); ASDA

January 2014 – September 2014

- Creative strategy across food, events and pricing campaigns
- Reworked strategic brand focus from price to value and community

PUBLICIS | Global Strategy Director (Freelance); ZURICH

October 2011 – December 2012

- Built global planning network and cross-agency team with digital and media partners
- Launched Zurich in Middle East and South East Asia

GREY | Global Strategy Director (Freelance); WPP's Team Allianz

March 2010 – July 2011

- Global relaunch; multi-channel creative and digital campaign, unique in each market
- Achieved highest ever engagement, +2.7% revenue, +16% brand value

FOUNDER AND DIRECTOR – 1998 - 2010

MOBILISE | Strategic Brand Consultancy; research, analytics, strategy

February 1998 – February 2010

- **Pfizer, Anadin**; brand architecture and proposition 2009
- **Critical Mass Digital**, Luxury ecommerce best practice, Gucci digital pitch win; 2008
- **Hearst**, 'Psychologies'; commercially successful launch created new sector, 2003-7
- **Müller**; creative development, NPD, brand positioning, pack design; 2003-7
- **Kantar Millward Brown**; diagnosed and re-established reputation and BD pipeline; 2006
- **BBDO Proximity**; raised staff satisfaction through culture change 2005
- **P&G; Bold**; brand and creative relaunch made Bold culturally relevant again 2001-2

1997 – 1998; SOLO TRAVEL, ASIA

PREVIOUS ROLES – 1988 - 1997

LOWE LINTAS | Board Planner, Unilever (Lynx/Axe), Nestle (Fruit Pastilles, Milky Bar, Quality Street), Interflora (Silver; Account Planning Group)

1994 – 1997

ABBOTT MEAD VICKERS BBDO | Planner, Wella, Rimmel, Oral B, Panadol

1992 – 1994

COURAGE BREWING | Senior Strategist, Foster's, Kronenbourg, Miller, Molson, Asahi; Portfolio, pricing, NPD, brand, packaging, advertising, promotion.

1990 – 1992

ACCENT MARKETING RESEARCH | Research Exec, Home Office, Eurostar, Transport for London, Steifel; Qual, Quant and Conjoint

1988 – 1990