



Nick Radley

◆ INTRODUCTION

I'm a Brand Consultant and CSO with great experience of developing brands across TV, digital and experiential campaigns and have won gold and best small budget campaign at the IPA effectiveness awards for my work on Pancreatic Cancer Action's contentious campaign. Prior to that I have a long history of developing effective work for brands big and small, that's seen me flown around the world for Johnnie Walker and Guinness and also interview people about how they buy carpets. I've launched a national retailer and developed new ways of shopping for another. I've improved the trust of an insurance brand and made milkshake more healthy and appealing to adults. And I've devised a sustainability strategy for a lubricant brand. Here's a bit more...

◆ Career Highlights

- Devised global sustainability strategy for Castrol
- 2014 IPA Effectiveness Gold and Best Small Budget award winner
- Developed Co-op food brand model and developed their most successful campaign to date
- Set up and developed crowdsourcing agency Team Darwin
- Launched Bathstore and drove strategies for 5 other retailers
- Brand consultancy for Shell, Unilever and Microsoft
- Worked on fantastic broadcast brands (BBC and Channel 4) to deliver insight, launch strategies (for freeview and freesat) and deep audience understanding
- Worked on comms strategy and insight for Johnnie Walker's Keep Walking campaign, Lynx's 'The Lynx Effect', Guinness 'surfer', Malibu 'Seriously Easy Going'
- CSO on AXA for 4 years, CSO on Budgens and Londis for 7 years
- Post London, drove regional agency to no.28 in the country
- And a load of other projects and great brands most of which are listed below...

◆ RECENT HISTORY

In the last few years I've been busy, latterly the CSO of Forever Beta, a role that naturally developed from being the Co-op's brand consultant for food retail. Before that, a consultant working on Co-op, Nationwide, Tesco Mobile, Grants Whisky, Sony Pictures, Giffgaff, Oxfam, Virgin Holidays, Cancer Research UK, Dove digital, PaddyPower, Moss Bros and PCA across a variety of different channels

◆ Offers

- 20+ years experience encompassing, qual research, brand consultancy, planning roles and MD role – working on the best and most challenging brands
- A creative, intellectual and enquiring mind that delivers great strategy into the heart of any business
- Natural and compelling presenter with a pitch winning track record
- Ability to build the role of strategy within organisations and develop models that do just that
- Great leadership skills that come from managing a business through the good & the bad
- Ability to work well with all key departments – great integrated marketing ability

◆ PASSIONATE ABOUT

- Outperforming norms by delivering great advertising & comms that resolve the tension between creativity & effectiveness. Embracing new research (esp. neuroscience) to improve results
- Strategies, positionings and propositions that actually make a difference to businesses
- Building teams that are structured to deliver great effective work that the client loves
- Forging a work environment that extracts the best out of people

- Honesty and transparency

◆ KEY EMPLOYMENT EXPERIENCE

Forever Beta – Feelance then CSO (2017-)

- Lead on all agency clients especially Nestle, Camden Town Brewery and Co-op, delivering multichannel strategies from TV all the way through to POS
- Restructured department to work better for retail heavy clients
- Repositioned agency around outperformance and integration

Team Darwin – Founder and Chief strategist (2013-)

- Developed innovative new crowdsourcing platform

WFCA – CSO and then joint MD (2005-2013)

- Devised strategy and launch of Bathstore as national brand – real success story
- Devised key new strategy for Budgens
- Set up planning dept. in agency and drove strategy to heart of all processes
- Brands/ projects past and present: AXA (all UK advertising until ‘global realignment’), Yazoo (no.1 Milkshake), Bathstore, Pilgrim’s Choice (no.2 cheddar), Budgens, Londis, Carpetright, The Perfume Shop, Save Our Friends, Western Union, Greene King (Old speckled hen, Abbot, Ruddles), Bupa International

Brand Consultancy – Freelance, WCRS, Galileo (2001-2003)

- rocket, Car Magazine, Shell, Carling, Schweppes, Sara Lee, Microsoft, Safeway, Prima, Sabic, MVC, Camelot and BBC

Research Director – DRSM(1997-2001) and Rosenblatt (2003-2005)

- International projects for: Axe/ Lynx (Lever Fabergé), Pharmacia and Upjohn, Johnnie Walker (Guinness UDV), Vodafone, Knorr, Nicorette, Credit Suisse, GSK, Malibu
- Domestic projects include: BA, Bell’s, Guinness, Yellow Pages, Scottish Courage, NME, Bailey’s, BT, Sanatogen, Golden Wonder
- BBC (News online, Learning resources, Women and sport, Freeview, digital channels), Carling, Grolsch, Douwe Egberts, COI (Army, TA), Pringles, Debenhams, Microsoft, Mitchells and Butlers.

◆ INTERESTS AND ACHIEVEMENTS

Well, this section used to be more volumous and interesting until my three daughters arrived but I still find time to go mountain biking and play tennis. As you’d expect working in an industry such as this I’m passionate about art, culture and music. As befits a planner I also have some idiosyncratic interests such as antiques, wine and ocean liners.

◆ EDUCATION & QUALIFICATIONS

1995-1996 ◆ MSc Remote Sensing (Earth Observation) - UCL, King’s & Imperial (London)

1992-1995 ◆ BSc Physical Sciences High 2(1) - University College London

I can drive (since I was 17) and I don’t have any points

I have a black belt at PowerPoint although I’ve recently deserted this in favour of Google docs