

# LEX DE WYNTER



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## KEY SKILLS

- Account growth - 'elbows out' approach to spot business opportunities and open up new swim lanes
- Subject matter expertise - helping clients navigate the maze of tech innovation and cultural change
- Partner, mentor, facilitator, manager - I build trust, nurture talent, put out fires and spark ideas
- Digital native with a deep knowledge of marketing, CRM, social, CX/UX and effective content planning

## CAREER HIGHLIGHTS

- Won Porsche GB advertising pitch at Havas CX helia
- Created 'Strategy on a Page' that became the standard planning tool for all VW brands
- Led the thinking and sold in the first ever commercial time-slice website for Peroni
- Incorporated digital, CRM and analytics teams into an integrated offering for JLR
- Kept up with 10 serving Royal Navy and Royal Marines officers on a big night out

## PERSONAL STATEMENT

I'm a strategy director/lead who is trusted by clients to represent their business within the agency and valued by colleagues for making their work better and their lives easier.

## WORK EXPERIENCE

10/2021 - 10/2023

**HAVAS CX HELIA** | Strategy Director

- Led the strategy for seven Volkswagen Group brands.
- Dynamically built the business from delivering CRM campaigns to CX consultancy and loyalty programme definition.
- Developed eCommerce personas for Audi, Škoda, VW passenger cars and commercial vehicles.
- Led the strategy on the winning Porsche pitch.
- Advised the Porsche CEO and his front line on 2030 business vision and communities strategy.
- Co-created the strategic proposition for Škoda's retailer behavioural change programme with their senior retail team.

06/2016 - 09/2021

**SPARK 44** | Head of 1:1 Strategy

- Led the global digital thinking for 1:1 communications across DX (platform), CRM and social/engagement for Jaguar Land Rover.
- Assembled and led a team of platform, CRM and data strategists and integrated the analytics function of Spark44 into strategic capability.
- Strengthened the bonds between JLR's market and global teams to ensure that digital products were fit for purpose and met the changing needs of JLR's business and customers.

03/2015 - 08/2016

**HAVAS HELIA** | Head of Digital Experience

- Ran a team of cross-disciplinary specialists comprising social, content and CRM strategists.
- Provided insight and consultancy across most of Havas Helia's main client groups and key projects.
- Led the strategy strategic on Dove 2.0 CRM platform and Surf and led strategic initiatives on Dove Hair, Dove Baby, DiG and Magnum.
- Led the strategy on the winning Westfield pitch.

## SHOUT-OUTS

- “Lex is a rare talent. He combines the bravura of a 19th century classical actor, the bedside manner of your favourite physician and the alacrity of a great friend after two glasses of wine.

Theoretical in a way that digital demands without ever losing sight of the work, he is the epitome of a modern strategist.”

*Tom Adams, MD Mook  
(LinkedIn recommendation)*

- “Lex is an intelligent and passionate strategic thinker. Knowledgeable in digital communication and with excellent presentation skills, Lex is a pleasure to work with and a great team member due to his wonderful sense of humour and warmth.”  
*Naiad Angel, Director of Digital Services, Blue Hive  
(LinkedIn recommendation)*

07/2012 - 03/2015

**AKQA** | Associate Planning Director

- Led the digital strategy for Nissan Global for new web platform roll out.
- Created global vision for Ownership and Loyalty for Nissan.
- Had strategic oversight of Nissan’s Social and Campaign workstreams.
- Led brand, content and comms planning for Barclaycard and associated contactless products.

03/2011 - 02/2012

**BLUE HIVE** | Owned Media Director

- Headed up the owned media strategy for Ford of Europe for their new web and mobile presence across 23 countries.
- Synthesised the findings from discovery phase and led the thinking through into concepting and defining the future vision for web and tablet (including mobile app strategy).
- Ran stakeholder workshops for 23 countries and ensured buy-in of concepts from all participants.

02/2010 - 02/2011

**THE BANK** | Digital Strategy Consultant

- Led the development of a credible digital offering for creative communications company.
- Worked on pitches and built relationships with existing clients.

## ADDITIONAL EXPERIENCE

I have been working in digital comms pretty much since it started. From 1998 onwards I have been a project manager, site builder, designer, copywriter, content editor and finally a strategist, which suits me better than the other roles.

Some of the brands I worked with: The Royal Navy, Mars, Peroni, Ballantine’s, Vodafone, T-Mobile, Chevrolet, Wallpaper\*, Nuts, Uncut, NME and The Leicester Mercury.

Before that I was a teacher (French, German and English) and university lecturer.

## EDUCATION

- York University - PGCE secondary level French and German
- UCL - BA (hons) French with English subsid.
- Westminster School (Queen’s Scholar) - 3 S-Levels, 4 A-Levels, 9 O-Levels.

## SKILLS

- Fluent French and German, rudimentary Italian; can balance being a father of two teenagers with an Xbox gamer score of 75,000 while maintaining a keen interest in cinema, music, literature, art, tech, science and wife.