



Kris Flemington

at

<https://www.linkedin.com/in/krisflemington/>

Summary

Experience

Global Strategy Partner at Ogilvy

01/07/2019

: Responsible for world-wide brand and creative strategy across the

San Pellegrino product portfolio.

! I unified disconnected cross market brand and communication strategies slashing duplicated marketing budgets and delivering budget savings of just over 32%.

British Airways & IAG group: I led strategy for Team Horizon - functioning as an independent agency drawn from 5 WPP companies, we delivered the full range of marketing, creative and consultancy services from brand to loyalty, digital and full media planning and buying.

! During both strikes and the pandemic, I partnered the CMO through the toughest commercial period in living memory to deliver a brand and communications strategy which ensured we outsold the competition 4.5:1 as the world opened up, safeguarding BA's survival.

BA Amex & IAG Loyalty: Consulting to the COO & CMO of IAG loyalty on the future of loyalty for the IAG group, their direct-to-consumer strategy and finance brands.

! I led the relaunch of the BA Amex card which achieved +22% growth year on year for the business in a stagnant market.

! I led the development and launch of the new BA Mastercard; from product development, through to positioning, identity and the launch campaign, beating penetration targets by 6%.

Group Strategy Director at Crispin Porter & Bogusky

01/05/2017 - 01/07/2019

Crispin Porter & Bogusky - -----

I led the strategy across CPB's global accounts, Expedia/Hotels.com, PayPal, American Airlines and Betstars. I was also responsible for the training and development of the London Strategy team.

! For Hotels.com, in a competitive UK market my strategy achieved an 18% increase in penetration.

independent marketing strategist at

01/09/2016 - 01/05/2017

Strategy Director, Freelance - As an independent marketing strategist, I worked directly with both brands, -----

agencies and other consultancies. These included Aston Martin, FutureLab, PRISM, Leo Burnett and Crispin Porter & Bogusky.

Head of Data & Analytics (Europe at JWT

01/04/2013 - 01/09/2016

Head of Strategy (London) & Head of Data & Analytics (Europe) - At JWT I had 3 parts to my role. As Head of Strategy I line managed and directed a -----

team of 13 strategists. I built an in-house data and analytics capability to service JWTs European offices and client base. I led strategy on Mazda Europe, Aston Martin and Canon Europe.

! From a standing start our small analytics team generated £ 1.15m in incremental revenue in just over 12months.

! For Mazda, I developed a brand experience strategy which uplifted sales by 14% year on year.

Strategy Director at

01/03/2010 - 01/04/2013

A fully integrated, but content and digital heavy account, I led commercial, brand, and comms strategy across O2 and Telefonica Europe. I set up and directed a marketing effectiveness programme to ensure ROMI and line managed a team of 5 Strategists and Data Planners.

! Successfully developed a new brand & creative strategy which halted a 9% decline in value share turning it into +3.1% year on year increase in an extremely competitive market.

! The same campaign won Campaign Magazine's campaign of the year and a D&AD Pencil.

Senior Strategist at British Telecom

01/08/2006 - 01/03/2010

OgilvyOne London, - Zurich Insurance, IBM and eHarmony.

Strategist at Vodafone

01/09/2002 - 01/03/2010

Tidalwave London, - B2B digital strategy across Hewlett Packard, Microsoft, Vodafone, Blackberry & -----
Kingston technology.

Education

University of Plymouth

BA, -

Skills

world-wide brand, Communication Strategy, Consultancy Services, Media Planning, Relaunch, Product Launch, Year-on-Year Growth, PayPal, Global Strategy Partner, Group Strategy Director

Keywords

Languages

—

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Female)



10. Candidate Photo ()
11. Candidate Primary Email (kris.flemington@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7980 690896)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/krisflemington/>)

16. Candidate Current Address - Address (49 Armadale Road, Woking, Surrey, GU 21 3LB)
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town (Woking)
19. Candidate Current Address - State (Surrey)
20. Candidate Current Address - Country (United Kingdom)
21. Candidate Current Address - Zipcode (GU 21 3LB)
22. Candidate Current Address - Name (49 Armadale Road, Woking, Surrey, GU 21 3LB)
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63649)
28. Candidate Work History (Ogilvy

Global Strategy Partner

2019-07-01

: Responsible for world-wide brand and creative strategy across the

San Pellegrino product portfolio.

! I unified disconnected cross market brand and communication strategies slashing duplicated marketing budgets and delivering budget savings of just over 32%.

British Airways & IAG group: I led strategy for Team Horizon - functioning as an independent agency drawn from 5 WPP companies, we delivered the full range of marketing, creative and consultancy services from brand to loyalty, digital and full media planning and buying.

! During both strikes and the pandemic, I partnered the CMO through the toughest commercial period in living memory to deliver a brand and communications strategy which ensured we outsold the competition 4.5:1 as the world opened up, safeguarding BA's survival.

BA Amex & IAG Loyalty: Consulting to the COO & CMO of IAG loyalty on the future of loyalty for the IAG group, their direct-to-consumer strategy and finance brands.

! I led the relaunch of the BA Amex card which achieved +22% growth year on year for the business in a stagnant market.

! I led the development and launch of the new BA Mastercard; from product development, through to positioning, identity and the launch campaign, beating penetration targets by 6%.

Crispin Porter & Bogusky

Group Strategy Director

2017-05-01 - 2019-07-01

Crispin Porter & Bogusky - -----

I led the strategy across CPB's global accounts, Expedia/Hotels.com, PayPal, American Airlines and Betstars. I was also responsible for the training and development of the London Strategy team.

! For Hotels.com, in a competitive UK market my strategy achieved an 18% increase in penetration.

independent marketing strategist

2016-09-01 - 2017-05-01

Strategy Director, Freelance - As an independent marketing strategist, I worked directly with both

brands,

agencies and other consultancies. These included Aston Martin, FutureLab, PRISM, Leo Burnett and Crispin Porter & Bogusky.

JWT

Head of Data & Analytics (Europe)

2013-04-01 - 2016-09-01

Head of Strategy (London) & Head of Data & Analytics (Europe) - At JWT I had 3 parts to my role. As Head of Strategy I line managed and directed a

team of 13 strategists. I built an in-house data and analytics capability to service JWTs European offices and client base. I led strategy on Mazda Europe, Aston Martin and Canon Europe.

! From a standing start our small analytics team generated £ 1.15m in incremental revenue in just over 12months.

! For Mazda, I developed a brand experience strategy which uplifted sales by 14% year on year.

Strategy Director

2010-03-01 - 2013-04-01

A fully integrated, but content and digital heavy account, I led commercial, brand, and comms strategy across O2 and Telefonica Europe. I set up and directed a marketing effectiveness programme to ensure ROMI and line managed a team of 5 Strategists and Data Planners.

! Successfully developed a new brand & creative strategy which halted a 9% decline in value share turning it into +3.1% year on year increase in an extremely competitive market.

! The same campaign won Campaign Magazine's campaign of the year and a D&AD Pencil.

British Telecom

Senior Strategist

2006-08-01 - 2010-03-01

OgilvyOne London, - Zurich Insurance, IBM and eHarmony.

Vodafone

Strategist

2002-09-01 - 2010-03-01

Tidalwave London, - B2B digital strategy across Hewlett Packard, Microsoft, Vodafone, Blackberry &

Kingston technology.)

29. **Candidate Desired Salary** (GBP £0.00)

30. **Candidate Current Salary** (GBP £0.00)

31. **Candidate Contract Rate** ()

32. **Candidate Notice Period** (30)

33. **Candidate Brief** (Kris Flemington is a resident of Woking, Surrey, UK. She has been working in the Mngm-consult occupational sector for more than 20 years. Currently she is employed as a Global Strategy Partner at Ogilvy. Kris has an extensive management experience (13 years) with exposure to executive/middle management positions.

Currently since 2019-07 this candidate had experience at an executive/middle management level working as a Global Strategy Partner at Ogilvy.

Since 2017-05, for a total duration of 27 months, this candidate had experience at an

executive/middle management level working as a Group Strategy Director at Crispin Porter & Bogusky.

Since 2016-09, for a total duration of 9 months, this candidate had experience at an executive/middle management level working as a Strategy Director/independent marketing strategist.

Since 2013-04, for a total duration of 42 months, this candidate had experience at an executive/middle management level working as a Head of Strategy (London/Head of Data & Analytics (Europe at JWT.

Since 2010-03, for a total duration of 38 months, this candidate had experience at an executive/middle management level working as a Head of Response Planning/Strategy Director.)

- 34. Candidate LinkedIn resume ()
- 35. Candidate Company name()
- 36. Candidate Company number()
- 37. Candidate Branch ()
- 38. Candidate Desired Industry ()
- 39. Candidate Desired Sub Industry ()
- 40. Candidate Desired Function Expertise ()
- 41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level ({education.educationLevel})
- b. Candidate Education Summary (University of Plymouth
Marketing & Consumer, economics, corporate strategy, BA)
- c. Candidate Education Institution ({education.institutionName})
- d. Candidate Education Course ({education.course})
- e. Candidate Education Qualification ({education.qualification})
- f. Candidate Education GPA ({education.gpa})
- g. Candidate Education Honors ({education.honors})
- h. Candidate Education Major ({education.major})
- i. Candidate Education Grade ({education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

University of Plymouth

BA, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title ({experience.jobTitle})
- b. Candidate Employer ({experience.employer})

- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

Recruiter information

- 1. User location ()
- 2. User phone number ()
- 3. Resume submitted date (28/02/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()
- 6. User email ()
- 7. Primary Brand Logo ()
- 8. Primary Brand Name ()