



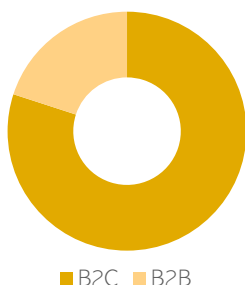
RICHARD PENTIN

Me in a nutshell

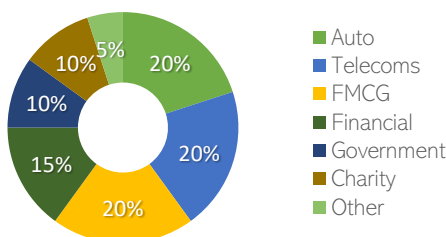
Making the overly complex simple

- A seasoned marketing professional with 25+ years with particular focus across digital, CRM, data, social and search.
- Set up **Wise Words Consulting**, an independent consultancy, to provide brands + agencies with access to experienced strategic thinkers to drive brand growth on a project or retained basis.
- Equally comfortable working agency side or direct with clients as an extension of their marketing team. Clients include established blue-chip brands and start-ups across multiple sectors in B2C or B2B space.
- Adept at deconstructing complexity to shape compelling strategic solutions the whole business can rally behind, whether that's cracking challenging propositions to shift entrenched consumer behaviour, building 1:1 programmes from the ground up, or driving transformative change to meet the marketing requirements of tomorrow.
- A firm believer in leveraging data and martech to deliver more personalised, relevant and meaningful brand experiences.

EXPERIENCE



SECTORS



BRANDS

Unilever (BPC division, Oral Care, AXE/Lynx, Dove, Simple, Pepsodent), adidas, O2, Sony Mobile, DOH, Nissan, VW, Harley Davidson, Lloyds TSB, Invesco, Save & Prosper, HFC Bank, BUPA, Barnardo's, WWF

AGENCIES

Havas CX helia, TMW Unlimited, LIDA, Partners Andrews Aldridge, Proximity, AIS, Chemistry, Oliver, Once Upon A Time, Arc Leo Burnett, AMP

SKILLS



PROUDEST MOMENTS

- Awarded Unilever's Outstanding CMI Global Agency Partner 2018
- Strategic DDM Lead on Unilever's Global Data Transformation programme
- Co-head of planning for LIDA when it was Agency of the Year.
- Winning Sony Mobile strategic pitch - £3m account
- Award-winning 1:1 programme for smoking cessation (DOH)
- Author of acclaimed IAB Social Media Measurement Framework.
- Ranked in top 100 most influential in social media within UK industry (NMA Peer Index).

My experience

STRATEGY CONSULTANT

Wise Words Consulting

(June 2015 – present)

- **Unilever** – DDM Strategic Lead working alongside Cap Gemini / Deloitte as part of global data transformation. Specific role was to guide global divisions/brands to exploit 1/2/3rd party data and new martech capabilities to drive brand growth. (Aug 2016 – present).
- **Havas CX helia** - Translated *adidas* global CRM vision into highly dynamic and personalised 1:1 programme.
- **Leo Burnett** – created global launch strategy for B2B start up.
- **TMW Unlimited** – led global digital strategy for *Sony Mobile*
- **Amp** – brand strategy and activation for *Thomas Cook Airlines* and FCB Barcelona sponsorship activation for *Maurice-Lacroix*
- **Oliver Marketing** – led and won integrated pitch for *the AA*
- **BBD Perfect Storm** – Developed *Investec* Welcome Programme
- **Once Upon A Time** – CRM audit for Travel + Leisure company (US)

STRATEGY PARTNER

LIDA (M & C Saatchi Group)

(April 2014 – May 2015)

- Co-head of planning department consisting of 16 strategists, reporting directly into Chairman. Defined vision and roadmap to raise the bar in planning output within the agency.
- **O2/Telefonica**: Strategic lead responsible for all customer loyalty communications including Priority. Key achievements included a White Paper to the Marketing SLT to transform comms strategy into a more holistic, data driven customer experience strategy; translating 3yr PAYM business strategy into marketing plan; developing successful product launch strategies, campaigns and customer renewal programmes.
- **Invesco**: Oversaw Strategy Director on key projects including development of LinkedIn social strategy.

GROUP PLANNING DIRECTOR

TMW Unlimited

(Sept 2007 – March 2014)

- Oversaw planning department of 7 planners.
- **Unilever**: Strategic lead on all digital projects at group level. Led transformation project to upscale internal digital capabilities culminating in presentations to Unilever Board. Recalibrated Flora Proactiv digital/CRM strategy around behavioural change theory.
- **Sony Mobile**: Provided strategic consultancy at a global level across all social, digital and CRM communications. Projects encompassed recommendations around optimum digital real estate for Sony Xperia and for One Sony; redefining role of global marketing team; digital strategy for multiple product launches; replaced adhoc CRM activity with global CRM programme for 21m registrants across 27 markets, increasing opt-ins from 24% to 65%; launched brand on LinkedIn.
- **Nissan/Infiniti Europe**: Led the interactive marketing strategy across AMEA region since brand launch in 2008 including CRM, digital, web, social, mobile and sponsorship activation. Pioneered the agency's first foray into social media with an effective outreach campaign which engaged 500+ bloggers, generating 52% organic reach at €4 Cost/Lead. Created first video newsletter with industry leading results (55% ORs / 25% CTRs). Launched first mobile CRM app within auto industry.
- **Nissan Europe** – CRM planning at a pan European level
- **Sony Professional**: Responsible for developing global eCRM programmes for B2B markets

COUNCIL MEMBER

IAB Social Media Council

(July 2008 – March 2014)

- Founding member of council, chaired subcommittee on Research & Measurement, authored [white paper](#) to wide acclaim (65k+ views)
- Regular speaker at IAB events and training forums. Provided consultancy to IAB on how to increase agency engagement.

FREELANCE GROUP ACCOUNT DIRECTOR

**TMW Unlimited + Chemistry
Communications**

(Aug 2005 – Aug 2007)

- **Lloyds TSB:** Responsible for Group strategy and for specific BUs - Insurance, Loans, Business Banking, Telephony. Managed account team of 7.
- **Slim.Fast:** planning online/offline acquisition campaigns; overhauled their CRM strategy to embrace web 2.0; developed Pan Euro web strategy.
- **Dove:** Developed biz case + shaped eCRM programme.

SABBATICAL

(Jan 2005 – July 2005)

- Became a qualified ski instructor and assisted disabled people to ski in Colorado + 2 months travelling in Asia.

GROUP ACCOUNT DIRECTOR

Partners Andrews Aldridge

(Jan 2002 – Dec 2004)

- **DOH:** Won pitch to develop a new multichannel CRM programme to help people give up smoking. 2 Golds/1 Silver at DMAs + 2 Golds at Campaign Direct Awards.
- **Home Office:** Won pitch to support Government's policy on Managed Migration targeting SMEs.
- **Barnardo's:** Won DRTV pitch and organically grew business to include all donor acquisition/retention activity. Developed proposition, pre-testing + launch strategy for a radical new donor recruitment model.

ACCOUNT DIRECTOR

Partners Andrews Aldridge

(Oct 1999 – Dec 2001)

- **Lloyds TSB:** Ran and won pitch to be on their roster.
- **BUPA:** revamped nursery programme
- **Harley-Davidson:** Developed numerous lead gen brand campaigns

SENIOR ACCOUNT MANAGER

Various agencies

(Jan 1994 - Oct 1999)

- **Agencies:** BHWG Proximity, AIS, Miller Bainbridge, DMP
- **Clients:** Skoda, BskyB, Powergen, VW Vans, Eastern Energy, Save & Prosper, AA Direct, HFC Bank, WWF, National Autistic Society, GMB Union, Dixons Store Group, Save & Prosper, HFC Bank

My student days

University of Hertfordshire
King's School, Canterbury

2.1 BA Honours Degree in Business Studies
3 A-Levels , 12 'O' Levels

1988 – 1992
1980 – 1987

My passions in life



Love photography and even ran a photography business as a side hustle for a while focusing on weddings, portraiture, interiors & events. Still passionate about it but having a child soon became too much of a distraction.



Partial to a bit of skiing and après ski.



Grade 8. Played in a couple of bands. Nowadays I play honky-tonk blues and an unhealthy mix of outdated, cheesy ballads.

My contact details



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