



# Peter Anderson

Strategy Consultant

I'm a strategic thinker with a creative and commercial approach to solving problems. I like to think of myself as a blend of both creative and analytical mind.

My two passions in life, apart from my family, are music and creativity. I'm a classically trained trumpet player who loves R&B and urban jazz. I spent a lot of time in my youth creating and exhibiting art and playing live music.

My other pastime is people watching. People have always fascinated me, understanding what interests them, what makes them tick, why they do what they do. I've spent my life watching, reading, studying, researching human thinking and behaviour.

In my youth, I always thought I'd end up being a creative in an agency, but it's this curiosity in people and human behaviour that has led to my interest in strategy and planning.

Over the years, I've helped some of the best agencies in the world deliver effective Strategies for a variety of brands, big and small, from a wide range of sectors.

I currently provide strategic support to both agencies and clients, with a good understanding of consumers, brands, commercial drivers and big problem solving. My strategic capabilities range from behavioural psychology to creative and brand strategy, through CRM, CX, data, research, digital, and integrated communications thinking, blending all these skills to maximise effectiveness.

I am something of a hybrid. I know how to ask the right questions, find the insights that matter and leverage creative, strategic thinking to connect people with brands.

I love being part of something exciting where a diverse group of enthusiastic, talented people can deliver great work for clients. I also enjoy growing and winning new clients, with a current pitch conversion rate of around 78%.

# Independent Strategy Consultant

Freelance / contract roles

Dec 2014 to Present

## **Present**

### **Agency: FKC. Client: Superdrug**

Helping Superdrug develop their CRM Strategy, with particular focus around automated and triggered communications (email, sms, social, etc.). Optimising existing emails and digital content, through improved creative, messaging hierarchy and UX strategy.

## **Present**

### **Client: Greater Anglia Trains**

Solving the clients' insight problem by leading a data and research project to provide granular behavioural, attitudinal and COVID-risk insights. Then using these insights to create a Connections Framework for the brand, in particular around digital targeted advertising and a dynamic CRM programme.

### **Havas London / Havas helia**

Strategy lead on a major pitch for a high-profile market leading global brand, scope covering creation of a new strategy proposition and brand platform, with omni-channel communications planning.

## **Spark44**

Global CRM Strategy Director role for a number of Jaguar Land Rover global vehicle launches and re-launches, leading on 1-2-1 and integrated 'digital first' brand communications.

### **LIDA/M&C Saatchi**

Strategy Partner / Customer Engagement Director role, covering for the outgoing CSO's clients, whilst mentoring and supporting the Strategy team. Providing brand strategy through to integrated comms.

## **Wunderman**

Strategy lead on pitch for the Agency's second largest incumbent client. Scope included Strategic proposition, creative platform, integrated communications, with CRM and CX planning.

### **Ogilvy / WPP**

Strategy Partner and Head of Digital Innovation teams, leading major pitch strategy and supporting on key agency clients. Leading integrated 1-2-1 strategic programmes and comms.

### **EE (client-side)**

Contracted as Director of Digital CX, tasked with improving creativity across brand and digital, leading a team of 20 CX/UX strategists and creatives based in London and Leeds. Introduced CRM to EE.

## **Dare**

Providing digital-first Strategy consultancy support for the agency's key clients and leading strategy on existing clients and new business pitches, focussing on digital and integrated comms planning.

## **KPMG**

Strategy consultancy services for three of their digital transformation clients: McLaren, Aviva and British Gas. Focus here was on 'digital first' comms, helping brands with CRM, CX and 'Next Best Action' planning.

**Mohawk**

Contracted as Head of Planning for this cool little creative agency based in Brick Lane, leading on key clients and helping to grow the planning and creative opportunity, with integrated and digital comms.

**DDB**

Strategy lead on Virgin Media and Virgin Mobile, working with RAPP's data and analytics team. Providing the client with strategy and planning support for brand and 1-2-1 communications.

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## Head of Strategy / CSO / Exec Head of Planning / Strategy Director. Permanent / fixed term roles

Dec 2003 to Nov 2020

**VMLY&R** (Aug 2020 to November 2020)

Global Strategy lead on Velo, a restricted market new nicotine brand operating in a new category, modern oral. Responsible for a Global and European Strategy team, delivering brand and integrated strategy across all new and mature markets.

**McCann Worldwide** (Jan 2017 to July 2018)

Joint Planning head across the agency's London, Birmingham and Milton Keynes offices, heading up a team of Brand and Integrated Planners and leading strategy across 17 brands.

**Tangent** (Jan 2014 to Jan 2015)

Part of the Management board, leading the strategic planning offering for the agency and heading up a team of planners, including brand, creative, comms, UX, content, social, and CRM.

**Lateral** (Jul 2012 to Dec 2013)

Built and headed up a Behavioural Planning department for this Customer Engagement Agency, specialising in creative led behaviour-driven customer engagement and comms programmes.

**Publicis Chemistry** (Aug 2011 to Jun 2012)

Heading up a team with a broad range of strategy capabilities, including brand, comms and CRM, CX and UX, digital and social, data and analytics.

**Underwired** (Dec 2007 to Sept 2010)

Exec Planning Director and board member, heading up and growing the planning dept for this boutique creative CRM digital agency, winning the agency's 3 largest clients in my first 6 months.

**Saatchi & Saatchi** (Dec 2003 to Dec 2006)

Headed up the agency's Integrated Strategy team, working alongside the ATL account teams to deliver integrated strategy and creative across the group.