



**ALAN SETFORD: SENIOR INTERNATIONAL PLANNER WITH  
HEALTHCARE, FMCG, INTEGRATED, DIGITAL, CRM AND COMMS  
PLANNING EXPERIENCE**

Consummate team player with strong analytical and creative skills, management experience, lengthy grounding in international campaign strategy, adaptation and network collaboration and strong creative rapport.

**PROFESSIONAL EXPERIENCE**

Currently

**FREELANCE /CONTRACT PLANNING INCL**

AML –Senior Strategist Financial Services  
BBH – Strategy Director Psoriasis and RA  
MRM Meteorite – HCP respiratory strategy and digital  
Comms planning  
Momentum WW – Experiential/ CRM strategy  
11-London - Acquisition strategy for charity clients  
Publicis Life Brands – Pitch on UK Oncology launch  
The Real Adventure - HCP formula comms in CMA

Nov 2014-Mar 2016

**RAPP**

Planning Partner

- DM & e-CRM on Virgin Media
- Developing Global strategy for Diabetes website based on local site audits workshops and GA
- Digital CRM, Global Beauty & Personal Care brand

May 2011-Aug 2014

**GREY HEALTHCARE**

Strategic Planning on 360 degree Rx and OTC patient campaigns with strong digital involvement

- Digital strategy projects for BI and Bayer
- New on & offline strategy/website for BI OTC brand
- Pitch on Nurse communication for C&G/Aptamil
- Winning pitch for AZ Respiratory patient website
- Range of therapy areas including diabetes, respiratory, GI, contraception and cardio

2011 March/April

### **THE GOOD AGENCY**

Freelance planning on Corporate positioning and identity for a global Social Enterprise foundation

2006- 2010

### **PROXIMITY LONDON**

#### **Board Planning Director**

International planning for **Mars** on Dolmio & Uncle Ben's, new business wins **Carlsberg** and **Splenda (J&J)**, **Food Standards Agency**. Involvement in ATL, digital, DM, events, activation, merchandising etc at a European and UK level

- Developed and researched theme for major national brand activation
- Ethnographic approach to gain new insights into online world of busy mums
- Identified and promoted winning new trial strategy
- Promoted issue of sustainability for food brands

2002-2006

### **plan4business**

Freelance consultancy in International Planning and Research, spheres of technology (consumer and B2B), f.m.c.g., retail

Clients included Diageo, Golley Slater, Newspaper Marketing Agency, RPM3 Advertising, Euro RSCG, Samsung/Cheil Communications, Wrigleys

- For Diageo, developed internal training manuals on shopper behaviour and research insight
- For RPM3, used semiotics, analysis and observational research to identify new shopper insights for out-of-town retailer
- For NMA, developed new research-based business presentations highlighting the potential for national newspaper advertising in selected fields

1998 – 2002

**GREY LONDON**

**Planning Director**

- Brand and advertising strategy for Global and UK clients including Mars (Confectionery), Procter and Gamble (Household), Findus (Brand and NPD) Dairy Crest
- Developed global brand essence for Febreze
- Worked with Media agencies including Mediacom and Ayling on delivering integrated comms plans

1997– 1998

**LEO BURNETT EMEA**

**Regional Business Development Director**

- Responsibility for regional marketing programme:
- Supporting country offices across Europe
- Developed/conducted regional new business training programmes

1992 – 1997

**Regional Strategic Planning Director**

- Pitched and won major International strategic planning/creative pitches including Hoover (White Goods), United Biscuits, Tropicana
- Drove multi-country strategic and creative synergy
- Developed organic growth from clients via strategic initiatives

1988-1991

**LEO BURNETT LONDON**

**Head of Planning**

- Overall responsibility for organisation and direction of planning in the UK.
- Responsible for promoting Integrated Communication
- Introduced new Strategy Review Group to monitor and quality control strategic development and briefing
- Planning for Bradford and Bingley, General Accident Insurance, Perrier, Nestle, Kellogg's

Prior experience

SAATCHI & SAATCHI (Senior Research Executive)  
SYSTEM 3 RESEARCH (Research Executive)

EDUCATION

BURTON GRAMMAR SCHOOL

**WORCESTER COLLEGE, OXFORD**

BA in Philosophy, Politics and Economics

**LANGUAGES**

Fluent French, some Italian

**INTERESTS**

Rugby football, skiing, cycling, painting  
cooking, reading, tennis