

# Mo Morgan

I am a senior strategist and technologist. I have two decades' experience leading cross-functional product and digital teams for global brands on high-profile projects. I've also led product and innovation for start-ups, and am experienced in purpose-driven outcomes including achieving net zero emissions, cultural change and social impact.

I enjoy developing and leading high-performing multidisciplinary teams, and am well-practiced at helping brands, from start-ups to multinationals, find innovative ways to improve experiences for their customers.

Strategy-led and digitally-literate, my work combines behavioural research techniques with subject-matter expertise, to bridge product development, brand strategy and omnichannel communications. There's more about me at [momorgan.com](https://momorgan.com).

## Competencies

Product development leadership • Team leadership and coaching • Experience design • Research & data analysis • Client consultancy • Brand strategy • Omnichannel marketing and communications • Customer relationship, lifecycle and experience platforms • Insights, trends & innovation • Content & social strategy • Pitching

## Professional experience

### Product Strategy Director

Lumino

*October 2020 to present*

Product lead at digital-health start-up. Led IA/UX and UI research and design: user interviews through wireframing, prototyping and artwork. Also led brand and identity development.

### Strategy Director

relating.to

*July 2010 to present*

Strategic principle at boutique consultancy, covering brand, product and innovation.  
*Key clients: Apple • Dyson • Nespresso • EA • Santander • HSBC • Johnson & Johnson • Rolex*

### Head of Digital Strategy

McCann London

*June 2015 to September 2020*

Discipline lead for digital at brand development arm of renowned advertising agency, across strategy, innovation, IA/UX/UI and technology.  
*Key clients: Nestlé • Purina • Nespresso • EE • Lloyds Pharmacy • Barco • SKF • Tata • Rockwool*

### Head of Tech

Kitcatt Nohr, later Digitas

*March 2012 to November 2014*

Technical strategy lead at digital marketing agency, across multi-market, multi-channel campaigns for CRM/CLM, web, apps, search, social and data.  
*Key clients: Nissan • Toyota • Waitrose • John Lewis • Starbucks • BSkyB • NS&i • P&G*

## Tech Director

Evolving  
December 2010 to March 2012

Technical lead at Webby-award-winning digital agency, across bespoke product development, web, CRM, mobile, search and social.

Key clients: David Lloyd Leisure • YO! Sushi •

TGI Friday's • ASK Italian • Carluccio's

## Earlier experience

### Head of Services

Pure Mobile  
2006 to 2010

### Product Manager

Cashmopolitan  
2005 to 2006

### EPOS Team Lead

Jessops  
2004 to 2005

### Data Analyst

EDS (for UK Govt.)  
2001 to 2002

### Head of Web

Bulldog Broadband  
2000 to 2001

### Head of Web

One.Tel  
1999 to 2000

### Media Manager

Orange Amps  
1997 to 1999

## Academic history and affiliations

### Certification: Business and Climate Change

Institute of Sustainable Leadership,  
University of Cambridge  
2021

### Cambridge Accelerate Incubator

Entrepreneurship Centre,  
Judge Business School,  
University of Cambridge  
2021 to present

### Cambridge Social Ventures Incubator

Social Innovation Centre,  
Judge Business School,  
University of Cambridge  
2021 to present

### Fellowship

Royal Society of Arts  
2019 to present

### PRINCE2® 4th Edition Practitioner

APM Group  
2008

### BTEC National Diploma, Audio Production and Technology

East Berkshire College  
1997

## Notes

Irish and British dual citizenship; permitted to live and work in the EU and the UK.

References available upon request.