



# Jonathan Stirling

## Strategy Director

I'm a problem solver with deep experience across a wide range of businesses and a strong track record of delivering transformative results. I'm curious. I love finding the insights to unlock a problem, digging into the data, using quant research and asking lots of questions; turning complexity into simple, actionable solutions that deliver against today's metrics and create value in the long-term. I simplify problems and create compelling stories.

### Key Skills

Insight Development; business analysis; sustainability thinking; design strategy; creative development; communications planning; digital design; commercial & sales strategy

### My Highlights

Pitch wins:

- NHS digital; Pfizer digital; Diageo (Reserve Brands and Captain Morgan); Santander Business; Asahi experiential

Commercial results:

- Independent digital: loss to £1m profit in seven months
- Evening Standard: £11m turnaround in 15 months
- Metro: premium pricing to deliver breakeven within 3 years
- Banks Hoggins O'Shea: £1m profit within three years of launch

### Experience

#### Stirling Consulting

2007 – present

Delivering business analysis, problem articulation, strategic recommendations and actionable plans to realise business opportunities and drive behavioural change across a wide range of clients.

<i>Totally Money</i>	<i>Fe fundinfo</i>	<i>Riyadh Development Agency</i>
<i>Renewable Energy Solutions</i>		<i>Capita</i>
<i>NHS</i>	<i>BT</i>	<i>City AM</i>

Working with leading creative and digital agencies to support new business development and key client transformation.

<i>BBH</i>	<i>Gyro</i>	<i>Publicis Health</i>	<i>Electrify Worldwide</i>
<i>TMW</i>	<i>Rapp</i>	<i>Wunderman</i>	<i>Rare Breed</i>
<i>VCCP</i>	<i>AKQA</i>	<i>Analog Folk</i>	<i>Beta London</i>

## Highlights

- NHS – audience research & insight to create digital strategy and win £80m pitch
- Riyadh Development Agency – citizen engagement strategy and communications to support \$32bn Riyadh Metro project
- City AM – sales proposition development and trade marketing credited by management as taking the business into profit
- FE fundinfo -sales strategy and technology review to identify £3m incremental revenue

### **Joe's Bike Space Limited - Founder**

**2020-2022**

Identifying the need for secure bike parking to meet growth in cycle commuting post pandemic. Bringing together user insight and digital technology to create a compelling business proposition.

Business planning; investment raising; brand creation; digital technology build; experience design and customer acquisition.

### **How to Buy a Gorilla Company - Consultant**

**2014 – 2020**

Advising clients sourcing creative and media services and helping manage agency relationships. Running pitches to match talent, tools and tech to meet business needs. Providing coaching and relationship management to help marketing, procurement and agency teams to align objectives and behaviours to optimise outcomes and realise business opportunities.

Recent projects include: *TSB* media pitch: *Vision Express* media pitch

### **My earlier career**

**1985 – 2007**

Media, marketing and management roles at leading publishers and agencies including - Independent News & Media, Evening Standard, Metro, Banks Hoggins O'Shea, FCB, Lowe Howard-Spink WCRS and Ogilvy & Mather

## **Training & Qualifications**

- OU Sustainability Systems programme
- University of Oxford Blockchain Strategy Programme

## **Outside Interests**

Taoism and Tai Chi

Marathon running (member of West 4 Harriers)

Sailing (I've raced over 18000 miles)

Skiing

Reading - modern fiction, human development & psychology

## Testimonials

*"Jonathan is a great thinker and strategist. He always thinks about the customer first in all the communications he creates. He spent a lot of time trying to understand our business and how we work to make considered recommendations. He was also very flexible and could work on any strategic / planning work he was given. I found Jonathan a pleasure to work with and would recommend him to anyone needing strategic comms services."*

Nathan Levi, CMO at Totally Money

*"Jonathan is an absolute gem to be around, he is incredibly smart and always illuminates a conversation by presenting the situation through a clarified lens offering new perspectives and insights. Jonathan is a rare combination of being both utterly commercial at the same time as incredibly creative and lateral in his approach. Jonathan is a great person to be around, the team love him and he is someone I've loved working with and continues to be a close collaborator. "*

Shirra Smilansky, Exec Creative Director at Electify 360

*"Jonathan is an excellent fellow to work with, he has bags of experience gained from a varied career and a good brain. What I really liked was the fact he was always keen to learn, to look at things differently and to collaborate, he's not precious, he listens and cares about good work. He's also hands on and will happily fight in the trenches along side you."*

Darren Savage, Chief Strategy Officer at Tribal Worldwide