

MARK STONE / STRATEGY STONE LIMITED

BRAND CONSULTANT / FREELANCE STRATEGIST / DIGITAL PLANNING DIRECTOR

TL;DR Head of planning, board-level, creative consultant, multi-disciplinary full-stack strategist.

Classically trained *T-shaped* marketer with agency, digital and management consultancy skills.

Rich experience in diverse B2C & B2B sectors. Available for contract freelancing in London or remotely.

Categories specialisms: B2B services, SaaS, Tech, Financial services, Pharma, Health, Entertainment, Fashion

Brands: Apple, Google, DHL, Pepsi, Unilever, Diageo, Man U, AXA, Nike, Wagamama, HSBC, Henkel, NARS

SUMMARY Entrepreneurial director-level strategist with a background from leading global agencies and the Apple computers industry. Hybrid of skill-sets in consultancy, digital transformation, brand planning and experience planning. Awarded [Strategist of the Year](#) at 2016 Freelancer Awards (runner up 2015, 17, 18 & 19). Looks to raise effectiveness and creativity – from leading blue-chip strategy (DHL and KPMG) to cutting edge fintech consulting. Passion for working with bold brands whether traditional, DTC and B2B. Uses digital transformation to unlock value at new frontiers. Pulls hidden gems out of the detail. An analytical thinker, who unearths cultural insights through passions of art, food science, architecture, anthropology and design. Creative strategic thinker, a doer and a maker with a track record in trendspotting and applying behavioural science. An active voice on brands, tech and startups, and lecturer and mentor on [MA and MSc Future Media Masters](#) / BA Digital Marketing degrees at Birmingham City University.

RESULTS

Effectiveness and science-backed strategic approach from rich breadth of experience & diverse perspectives.

1) A proactive CX report for Google Enterprise's C-suite resulted in a one month strategic implementation for Google Workspace creating 180% increase in customers the following month

2) A global e-commerce markets review for DHL focused on layered targeting and deep analysis of SMEs resulted in a campaign increasing business volume by 700%, and by slashing poor quality leads by half

REASON TO BELIEVE

"I wouldn't hesitate in recommending Mark Stone. From the moment he arrived, he brought positivity and dedication to the task and helped us make huge progress. His way of working and thinking is very much like that of an architect - Mark has helped bring structure and logic that will stand us in good stead for months to come." Katie Mackay, CSO and Partner, Mother, May 2017

EXPERIENCE: AGENCIES AND DIRECT BRANDS

2020 projects include: agency digital strategy for the market leader in auto-data, brand e-commerce for a DTC brand, brand advisory for a fintech, marketing for a health clinic and pro bono work for a school.

MAVERICK Head of Strategy Feb 18-April 20 (occasional current work)

1. Led, mentored & managed department. Ran strategy for agency units including [branding](#).
2. Global lead strategist for DHL Express. Running multi-market strategies, campaigns, comms plans and branding for **DHL's** brand and divisions including strategy for [Discover.DHL.Com](#) and [Mo Salah](#)
3. Other Clients: **Coca Cola** campaigns inc [Never Settle](#), CX strategy for **Game of Thrones**, [Unique Homestays](#) wrote strategy & relaunched with [branding](#) and [campaign](#). **Nike Europe HQ** ambassador training engagement, **Henkel** sustainability content strategy & Sodexo global division-led strategies.

ACHIEVEMENTS

- Launched the world's biggest digital employee engagement platform for DHL
- Redefined **Manchester United's** new positioning, brand strategy, identity & values
- Won multiple campaign awards including [The Drum awards](#)
- Placed the agency into Econsultancy's [Top 50 agencies](#) in both 2019 and 2020

AML Head of Strategy Mat. cover Oct 17-Feb 18 | [FS Forum's Agency of the Year 2017](#)

Led strategy department across all clients including AXA IM global strategy, [BNY Mellon](#), [Aberdeen Standard Investments](#), [Robeco](#), Pictet's [Mega platform](#) and Nomura [Connects](#)

ACHIEVEMENTS

- Launched [The Big Exchange impact investing](#) platform to power The Big Issue Foundation's mission
- Won 8 pitches, inc gov tender for strategy and behavioural science for NEST UK's biggest pension
- Won FSF Award for [AXA IM campaign](#)

2017: Consultancy, Projects and Pitches

[Innovision](#) Facebook's Workplace global experiential strategy and Facebook Cannes 2018 strategy

[Atomic London](#) Lead brand planner for consumer launch for UK's 3rd biggest insurer

[Play Retail](#) Experiential strategy for NARS luxury cosmetics retail experience

[infogr8](#) New purpose, brand identity consulting; relaunched & repositioned as data-led experience company

[The Partners WPP](#) Consultant | Cancer Research UK brand architecture & pharma strategy

[Matter of Form](#) Consultant | Orient Express brand digital, CX & ecommerce strategy

[Mother](#) Strategy consultant | Baileys global digital and content strategy & playbook that contributed towards [IPA Effectiveness Silver Award](#)

[HUGE](#) Lead Planner | Thomson Reuters Legal: Research, CX, messaging, comms plan

[ThinkHouse](#) Freelance Brand Strategy Director | Creation of UK fashion brand [Mennace](#)

[RAPP](#) Freelance Strategy Director | Won Mastercard global pitch & wrote PSD2 whitepaper

2016 Consultancy, Projects and Pitches

[Omobono](#) Freelance Strategy Director | Aviva B2B global digital pitch strategy

[Killik & Co](#) Digital Brand Consultant/Marketing Trainer | Client digital strategy

[375 Creative](#) Strategy Director | Atlas Copco brand architecture/portfolio strategy

[YunoJuno](#) - Brand Planner & Business Transformation Consultant | Planned iconic freelance platform brand to champion the future of work for creative and tech industries

[Tribal DDB](#) - Freelance Global Digital Strategy | Wall's/Unilever ice cream portfolio & VW Innovation projects

OLIVER Group – Head of Planning, KPMG | Nov 2014 – June 2016 | Full-time

1. Led consultancy, planning and strategy at largest client, across multiple business streams globally
2. Led critical projects in UK and global, focused on KPMG's innovation practice and KPMG Enterprise

ACHIEVEMENTS

- Rebranded KPMG globally. Ran digital transformation & training across the firm
- Launched KPMG direct-to-consumer brands and repositioned business units to win \$500m business

Strategy Director, [DARE](#) and [OLIVER Agency](#) – across various clients at onsite teams and OLIVER HQ

Clients: Starbucks, Investec, AXA, Wesleyan, Fred.Olsen, Ageas, JP Morgan, Britvic & The Guardian

- Turned OLIVER into a market leading agency network that has disrupted traditional agencies

R/GA – Freelance Global Strategic Planning | Nov 2014 - Jan 2015

AXE/LYNX global digital, positioning, platform development, content marketing and social strategy

FOREVER BETA – Strategic Planning Director | Nov 2013 - Nov 2014 | Full-time

1. Google Enterprise Global strategy lead developing online campaigns, creative ad formats, brand sites, social strategy & content for Google SMB & Google Large Business corporate audiences
2. Google Partners campaign planning for offline, training, DM & CRM creative campaigns
3. Strategy lead on Google campaigns: 'Google London' and [AbbeyRd x Google](#) & innovation projects
4. Whitepapers and infographics for Google Enterprise on key topics including 'BYOD'
5. LG TV's and Mizuno [brand](#) and comms strategy for product inc [Basara launch](#)
6. Gett - launched international brand campaign, driver & corporate strategy leading to #2 market position

ACHIEVEMENTS

- G Suite's 'Welcome' campaign: Google's most effective B2B strategy 40%+ YOY
- POV pieces, social media, PR & outreach inc. [#24brief](#) & [First UK Bitcoin Agency feat. in The Drum](#)
- Won and delivered multiple pitches for Google, Gett, Rocket Fuel & Friends Provident
- Solved business challenges through partnerships with workshops for Oxfam, MINI & Mobo
- Drum's Integrated Marketing Agency 2014 Awards 'Runner Up – Best Agency'

Recipe – Director of Strategy / Board Director | July 2012 - Nov 2013 | Full-time

1. Led top 30 agency brand planning including Coca Cola, Dr Pepper, LEGO, Disney & Reckitt Benckiser
2. Strategy lead on Ferrero/tic tac Europe: brand/digital/social/community/content/mobile
3. Relaunched agency as full-service integrated agency [proposition](#)
4. Led Partnerships & Sponsorships output (Channel 4, Sky, ITV, MTV, Disney, Bauer & Turner)

ACHIEVEMENTS

- Home Office 'Abuse Campaign' [MediaWeek Award Finalist Case-study](#)
- tic tac's 'Design Your Pack' was most successful integrated campaign in UK and EMEA
- Created the England #RISE ATL/TV [campaign](#) for the Ashes 2013
- Wrote wagamama's masterbrand marketing strategy inc local toolkits & intl. franchise strategy
- Lego Friends [campaign](#) won number 1 Toy campaign in 2012

ISOBAR WORLDWIDE – Senior Strategic Planner | Dec 2011 - July 2012 | Contract

1. Kellogg's Global and DIAGEO Global; Delivered integrated campaigns with mobile strategies
2. Mobile-led campaigns incl. mobile web, apps, social & branded utilities/entertainment
3. Provided agency-wide strategic counsel for best practice on: UX, UI, IA, GLS, QR, NFC, AR & apps
4. Developed bespoke toolkits for all mobile marketing technique for sectors including FMCG

ACHIEVEMENTS

- Created new brand platform & relaunch campaign for Rice Krispies Explorers
- Wrote brand POV documents: *Being Mobile Ready*, *The Role of Digital & Mobile Gaming*
- Won the Forevermark/De Beers global pitch (digital /CRM/ mobile/ retail) with insight-led strategy
- Made *Innovation leader* at Isobar Labs/Aegis Innovation unit for Dulux, Adidas/London 2012, AA & Heinz

VENTURETHREE – International Branding Consultant | Sept - Dec 2011 | Contract

1. Life OK global TV channel launch: biggest TV channel launch in India for a decade
 - Set brand objectives, community strategy & guidelines for pan-platform launch (mobile/TV/social)
 - Developed portal website, defined brand identity for broadcast/digital/offline & content strategy
2. Star Plus brand refresh for biggest TV channel in India watched by 1 billion+
 - Overhauled CX across catch-up/streaming/mobile services and on/offline experience

TMW LONDON – Digital & Social Media Strategist | April - Sept 2011 | Contract

1. DIAGEO Pimm's - Ran integrated summer campaign across multiple channels
 - Developed ecommerce strategy and led Pimm's first steps into mobile strategy
 - Created crisis management protocol and guidelines for effective community engagement
2. Guinness - Digital, social strategy, mobile ads and mobile web
3. Pfizer - *PfizerLife* CRM Program: +30% signup & retention through UX, data capture & content

MADE BY MANY – Consultant | Various dates 2010 & 2011 | Freelance

1. Burberry - Brand audit for [Art of the Trench](#) campaign identifying growth opportunities
2. MoviePilot - Delivered winning pitch focusing on creating a bespoke socially enabled experience
3. Westfield Stratford City - Launch & experiential campaign for Europe's largest retail complex

PUBLICIS LONDON – Integrated & Digital Planner | 2010 | Freelance

1. Tourism Ireland led digital strategy for integrated £50m global pitch & developed current strategy
 - Customer journey experience mapping, creative concepting, social & TV activation
 - Ran research: focus groups, moderating, insight gathering, report writing & deck building
2. Malibu Global - [MaliBoom](#) campaign: brand planning/digital engagement/social strategy/experiential

AMV BBDO / BBDO Worldwide – International Account Planner | Mar 2004 - May 2007 | Full-time

1. Strategic planning on EMEA brands PepsiCo, DaimlerChrysler, Wrigley's & Guinness (4 Cannes Lions wins)
2. Brand managed BBDO global brand, created bbdoeurope.com & redeveloping BBDO.com
3. Ran global trends studies: [Rituals](#) (deck), [Wireless Works](#) (FT), *Being 20 in Europe* (Business Week, PSFK)

ACHIEVEMENTS

- Created *BBDO Now* global portal, launched first agency lab BBDO Digital Lab
- Co-created *How To Make Your Agency Digital* project for BBDO Worldwide conference
- Distinctions on AMV Group Integration course & PHD Media Planning/Buying course

EDUCATION

IPA London, 2004 - Present. Effectiveness, Ad Law: Legislation & Regs Adv Pass | Foundation Cert Dip: Credit

Cambridge University Judge Business School Back to Business course, 2020

Duke University Dan Ariely's Behavioural Economics Course, 2013

Oxford Brookes University 2:1 - BA Hons, Marketing Management & Art History 1996-99

REFERENCES ON REQUEST