

Mo Morgan

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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.

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.

Homepage: momorgan.com

LinkedIn: [linkedin.com/in/momorgan](https://www.linkedin.com/in/momorgan)

Blog: doing.digital

Others: links.momorgan.com