

Anna Legros

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I am an international marketing leader who designs and delivers innovative global consumer propositions, products and programmes with proven results and social impact. As a consultant and most recently as Global Head of Planning at Lush Cosmetics, I led strategy, R&D and digital/service teams across businesses. With a deep and continuous experience in digital innovation and marketing, transformation has always been at the heart of my career. Connecting strategy with pragmatic delivery, I enter new markets, disrupt categories and deliver fresh, meaningful and relevant product experiences. I am also an entrepreneur with first hand knowledge of running a business.

Untangling the big strategic picture on complex projects in different markets, I provide clarity with thoughtful creativity from start to results focused delivery. A lifelong learner, I enjoy listening, exploring, finding new connections and sharing my drive to make things happen. I love developing creative and resilient solutions working with and leading collaborative and diverse teams.

Highlights

- Concepted, created and launched a new Fresh and Flowers category in retail innovation spaces across Tokyo, Paris, Liverpool and Munich. Changed the conversation around preservatives and locally sustainably sourced materials. Increased Lush's brand image in skincare expertise with global press coverage and + % fresh product sales in store.
- Planned and delivered the global rollout of 200+ products in 1000 shops and 50 online channels, delivering creative and commercial impact across international markets, helping deliver Lush's biggest ever % growth and LFL revenue increases in its 25 year history.
- Created and named on patent for new bath product "Jelly Bomb", launching a new global category. Turtle Jelly Bomb was a top global seller linked to plastic ocean waste campaigning.
- Managed P&G's outsourced UK sales and shopper marketing for Gillette and Old Spice brands (£11m budget) . Achieved mutual profitability across complex organisational needs,
- Generated a competitor beating global proposition with platform development for Unilever brand OMO (Persil)'s consumer programme in India and SE Asian markets to support Mums transitioning from handwash to washing machines. 50% + online engagement vs competitors.
- Lived and worked as part of a Grower Champagne family owned business for seven years, on site, learning the business, running activities to produce 100k award winning bottles p.a.

Career History

Trustee, The Good Company People

July 2020 - Present

Co-founding a social enterprise that creates a new way for older adults to live happy and independent lives for longer and delay admission into care homes. Non-exec part time. Launching 2021.

- Creating the strategy and programme design for a system changing, scalable prototype.
- Developing a broad range of partnerships, including local council, national innovation centres and public services to shape people-centred solutions.

Global Head of Planning, Lush Cosmetics

March 2015 – December 2019

£950m business. Disrupting beauty. Championing human, environmental and animal rights. Reporting to the founders.

- Fresh & Flowers (£85 million p.a). Designed and developed a more ethical way to sell local flowers and beauty in Paris, Tokyo, Liverpool and Munich flagships.
 - Delivered a Fresh experience, with 50+ new products, a new facial treatment on shop floor and daily in store product production. Increased % sales in each store and changed people's perception of preservatives.
 - Set up new plants and floristry service, a better way to enjoy flowers and support local ethical growers' ambitions. Generated positive comms and PR impact globally.
- Inventor (named on patent) and member of the R&D creative leadership team:
 - Created and launched Jelly Bomb range with global launch and Top 3 shop sales.
 - Concepted and formulated Bath Bombs, #2 for global sales, global PR coverage and special editions for a Tokyo bath bomb concept store.
- Established a new global brand and digital team with insight and planning capabilities for campaign design and development for activist/charity support and category objectives.
 - Increased audience engagement online and in shops.
 - Developed audience and revenue growth strategies, prioritising high growth opportunities and team development in Europe and Asia.
 - Designed a roll out plan for 200 innovations into 900+ shops and online markets.
- Worked 6 months on the shop floor to identify strengths and development opportunities for the board, linking support priorities to retail needs.

Client Manager, Ceuta Healthcare

April 2014 – Feb 2015

UK's largest outsourcing brand solutions provider. I managed £11 million P&G UK business.

- Achieved mutual profitability, navigating complex internal, P&G and customer relationships.
- Developed strategy and presentations to Tesco, Asda, Boots, Sainsburys, Superdrug.

Global Planning Director, OgilvyOne Worldwide

April 2012 – April 2014

Led Unilever's global digital engagement strategy team, OMO (Persil), Lipton, Dove, Hellmanns.

- Developed best practice global activities from innovation and business disruption planning to insight generation, engagement strategy, campaign development, measurement frameworks.
- Loved laundry, especially in India and SE Asia where helping women learn how to master a new washing machine changed women's lives.

Independent Digital Consultant

April 2006 – March 2012

Designed digital growth strategies for brands including Flora, Vaseline, Persil, Comfort, Nestlé, GSK, Organix. **Maternity cover:** Relationship Marketing Manager, Unilever Germany.

Family Member and Operator, Champagne Roger Legros

March 2005 - December 2011

Living on site at this Grower Champagne house. Engagement in all activities including harvest management, supplier relationships, wine production, tours and tastings, international fairs. 24/7 - 365.

Digital Marketing Mgr, Innovation Centre, Unilever Europe

Sept 2004 – March 2006

Proven measurable brand growth via digital relationship marketing (brand equity/purchase). Lead for European brand teams and markets, Strategy, guidance and toolkits. Dove, Sunsilk, Knorr.

Account Director, Ogilvy, Paris

March 2003 – August 2004

Generated measurable integrated marketing ROI as EMEA lead for IBM Demand Generation integrated campaigns for five business units in 13 markets, across all channels.

Digital Marketing Mgr, Innovation Centre, Unilever North America

March 2001 – March 2003

Created and secured investment for a new digital platform. Achieved first FMCG online programme linked to offline sales, responding to a demand for increased measurement from category leaders.

Account Manager, Ogilvy Interactive

Jan 2000 – March 2001

Launched the world's first interactive TV ad. Grew Unilever UK digital business in foods and beauty.

Account Manager, Modem Media

August 1997 – Jan 2000

Pioneered award winning digital campaigns and websites for Citibank, Lynx, Kodak and COI (UK govt).

Continuous Professional Development:

2021	Introduction to Coding, She Codes
2016	APG Agile Strategy Certification
2014	WSET (Wine and Spirit Education Trust) Diploma Level 2 with Distinction
2001 - 02	Unilever Marketing Academy
1994 - 95	Erasmus, Università degli studi, Siena, Italy
1993 - 97	University of Warwick, B.A. (Hon.) Italian with Theatre Studies

Interests: Local beach walks, reading crime novels, dreams of travel