

MELISSA WUSATY

+44 07500 654800 | melissa@about-tomorrow.co.uk

I'm an intrapreneural and accomplished hybrid strategy professional with 13+ years experience building and evolving businesses. I work inside out to find opportunities with potent potential and develop them into strategic initiatives that deliver measurable impact.

Notable Accomplishments

HSBC Wealth Management

Developed and implemented a strategy to transform HSBC Jade, a new high-net-worth wealth management service, achieving 12.4% client growth and generating US\$1.9 billion revenue.

mir

Successfully developed business and marketing strategy to launch a disruptive, AI enabled, marine surveying SaaS start-up that provides on-demand maintenance due-diligence, condition and risk assessment.

Experience

Business Strategy & Marketing (PT) | mir

08.22 - present

- Established directional clarity required to create an attractive business case to modernise marine surveying, defined market opportunity with company founders to further business development.
- Developed critical business documents and initiatives: business plan and model, preliminary marketing strategy, grant applications, industry collaboration approach and framework for investment pitches.
- Assembled a diverse Board of Advisors to support leadership and business at a critical development stage.
- Prepared business for MVP soft-launch including: relaunching website, developing go-to-market strategy and budget, securing competition opportunities and creating calendar of events to participate.

Founder, Strategy Consultant | About Tomorrow

05.20 - present

- Select clients: Spode, Hudson's Bay Company
- Audited Spode brand and business performance to create a series of actionable recommendations spanning customer experience, digital transformation, marketing and sustainability to future-proof the business.
- Developed and implemented strategic direction for Hudson Bay and Neo Finance partnership, launching a digital-first, co-branded card and reward programme to better drive value and experiences for HBC customers.

Global Strategy Director | HSBC Wealth Management, Jade

12.17 - 04.20

- Spearheaded a new hybrid strategy function to remedy disjointed and competing internal objectives for HSBC Jade globally, used diplomacy and strong rapport with key stakeholders to dismantle silos and build collaboration.
- Managed global P&L, collaborated with the business insights team to use econometrics to help capture opportunity, improve performance and annual planning.
- Initiated global performance audit to identify proposition shortcomings and opportunities, used findings to obtain buy-in and funding to launch comprehensive qual / quant study to remedy oversights.
- Organised and oversaw collaborative research effort involving multiple internal and external stakeholders managed a cross-discipline team that translated findings into a new proposition, brand and marketing strategy to transform performance and client engagement.

- Led series of global workshops using creative assets and resources, boosted eNPS score amongst personal wealth managers by 74%.
- Provided valuable, data-led insights to launch major regional and global initiatives including Legacy Planning, HSBC Jade Mastercard and debit card, various acquisition campaigns and global marketing campaigns.
- Launched HSBC Jade concierge service with white-labeled partner, achieved 72% client opt-in and positive monthly utilisation through a personalised suite of highly relevant benefits reflecting client interests and desires worldwide.
- Revitalised global partnerships by broadening scope, diversity and collaboration with partner's existing invite-only programmes, such as Farfetch, Lane Crawford, Aman Resorts, Berry Bros. & Rudd and Christie's, increasing client benefit redemptions by 87% year-on-year.
- Identified client touchpoints to seamlessly cross-sell relevant wealth and insurance services via CRM, increasing overall client share of wallet.
- Shortlisted "Excellence in Private Banking" at Luxury Briefing Awards 2018.
- Successfully transformed HSBC Jade into 1 of 5 priority growth areas identified by senior leadership in 2019.

Associate Strategy Director | Maxus (WPP)

11.14 - 11.17

- Key clients: Monotype, Helly Hansen, Maserati.
- Led strategy to pitch and win global Monotype account by demonstrating how the business could reach a broader creative audience through the innovative use of digital channels.
- Assembled a cross-functional team to develop and implement a comprehensive digital refresh programme for Monotype, the project played an instrumental role in delivering new creative services, boosting Creative Professional revenue to US\$38.4 million, up 41% year on year in 2017.
- Secured client buy-in to develop and build innovative SXSW '16 interactive installation for Monotype, coordinated multiple WPP agencies to execute and deliver impact. Submitted to Cannes Lions.
- Overhauled Helly Hansen's media strategy from niche print to digital video-first advertiser, translated creative platform into media receptivity moments to help increase revenue 6.4% to US\$318 million in 2016.
- Researched and presented a comprehensive strategy to reinvent Maserati's approach to brand and media partnerships focusing on a wider design connoisseur cohort, recommendations were used to develop Ermenegildo Zenga, Bulgari and later Fragment Design partnerships.
- Trained and mentored two junior strategists into high-performers, both promoted within a year of hire.

Education

Executive Certificate, Strategy & Innovation	MIT Sloan School of Management	2025
PgCert, Business Sustainability Management	Cambridge Institute for Sustainability Leadership	2020
PgCert, Luxury Brand Management	London College of Fashion	2011
MA, Fashion Cultures and History	London College of Fashion	2011
BA, English and Film Studies	University of Calgary	2008

Professional Development

U:Lab Leading From the Emerging Future	MIT Sloan School of Management	2022
Bonfire With Soul	Do Lectures	2021
Futures Thinking	Institute for the Future	2021
Data Ethics, AI and Responsible Innovation	Edinburgh Futures Institute	2021
Behavioral Economics in Action	Rotman School of Management	2020
Advanced Commercial Acumen	HSBC University	2019

Memberships

Institute of Directors