















 **MARK STONE / STRATEGY STONE LIMITED / LONDON**  [\(CV by sector here\)](#)
BRAND CONSULTANT / FREELANCE STRATEGY DIRECTOR / AD PLANNING LEAD
LECTURER MA/BA/BSc: GLOBAL STRATEGY, DIGITAL MARKETING, FUTURE MEDIA
 StrategyStone@gmail.com  **+447960 943232**  [linkedin.com/in/stonemark](https://www.linkedin.com/in/stonemark)

- ① **Brand consultant** focussed on upstream business transformation, leadership and strategic planning
 - ② **Brand builder** building value, market positioning and purpose through brands & campaigns since 2004
 - ③ **Practitioner & teacher** of research methods, marketing theory, behavioural science & digital transformation
 - ④ **Thought-leader & trainer** accomplished, multidisciplinary strategist, university lecturer & industry mentor
 - ⑤ **Simplifier** experienced in building consumer & B2B brands in competitive, complex and regulated markets
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 **Sector specialisms:** B2B, SaaS, Tech, Financial services, Pharma, Health, Entertainment, Luxury & Fashion
 **Brands:** adidas (global), Apple, AXA, Bayer, Burberry, Coca Cola, DHL, De Beers, Disney, Diageo, GSK, Google, HSBC, Henkel, Manchester United, NARS, Nike EU, Pepsi, Pfizer, Unilever and wagamama

-  **Board-level experience** in B2C & B2B for local and global brands in UK, Europe, US and MENA
 -  **Entrepreneurial director**-level strategist with a background with Apple and leading creative agencies
 -  **Hybrid of skill-sets** in management consultancy, brand planning and experience planning
 -  **Trusted leader** that's run performance strategy teams and collaboration across silos
 -  **Workshop leader** and researcher with specialism in innovation and creative problem solving
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RESULTS

-  **Awarded [Strategist of the Year](#)** at Freelancer / **Finalist:** 2015, 2016 17, 18, 19, 2021, 22 & 23
 -  **Awards:** Cannes Lions, Effies, IPA Effectiveness Silver, Media Week, Marketing Week & The Drum Awards
Effectiveness and science-backed strategic approach from a diverse, rich breadth of experience:
 -  1) A proactive CX report for **Google** Enterprise's resulted in a one month strategic implementation for creating 180% increase in customers the following month and rise from challenger brand to market leader
 -  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 halved low quality leads
 -  3) Launched and repositioned category-defining brands in [logistics](#), [pharma](#), [tech](#) & [fintech](#) sectors
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"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 years to come."

 **Katie Mackay, CSO and Partner, Mother**

EXPERIENCE: ACADEMIA (CURRENTLY VISITING LECTURER/MAY 2024)

 **[University of Creative Arts Marketing, Epsom](#) Associate Lecturer and unit lead** 2016 - May 2024
(Global Marketing & Planning / Media MA/MSc/BA/BSc) on [MA and MSc Future Media Masters](#)
 **[Birmingham City University](#) - Associate Lecturer and unit lead** 2016 - May 2024
Unit lead on Masters MA/MSc Future Media and fast-track BA/BSc Digital Marketing degrees

EXPERIENCE: AGENCY CONTRACTS

○ **Tribal DDB Worldwide 2023 (also during 2016)** Freelance Global Digital Strategy Lead

→ **GSK** global pharma strategy, workshops and omnichannel comms strategies for [oncology](#) Rx

→ Also at **Tribal DDB** in **2016** running Unilever (Wall's ice cream portfolio strategy) & VW (innovation project)

○ **CDM Omnicom Health Group, June 22 - Jan 23** Maternity cover

→ Global **Pfizer** oncology franchise/portfolio strategy [cancer.pfizer.com](#) → Boehringer Ingelheim, NPD franchise brand strategy, thought-leadership, HCP/patient campaigns (ophthalmology) → [Bayer](#) (inflammation) campaigns

○ **Wolff Olins New York, Various 21-June 22** Global fintech and FS brand, product, purpose, identity and digital product creation for **Wells Fargo's Allspring** (asset management) and [Remi](#) (financial advisor product brand)

○ **AnalogFolk Global Strategy Director Sept 21-Dec 21.** Global strategy lead: **Bayer** worldwide innovation NPD launch (Cellular health and supplements) Rx pharma and [Berocca](#) + [DSM](#) global branding project (nutrition)

○ **Strat House Global brand consultant, Various 2021**

adidas HQ ecommerce & global studio futures strategy | Strategy for **Unilever's** portfolio [AllThingsHair](#) platform

○ **Havas Lynx Strategy Director, various 2020-2021**

UCB global pharma (Rx rheumatology/inflammation indications) strategy, analysis & campaign planning

○ **House of Greenland (Paris) 2020** global brand planning campaign for US brand campaign [Apartmentlist](#)

○ **Department Of Change 2020** - Agency rebrand and digital strategy for **JATO** auto-data market leader

○ **MAVERICK Head of Strategy Feb 18-April 20**

1. **Global lead strategist for DHL Express.** Running multi-market strategies, campaigns, [content](#), comms plans and branding for DHL's brand and divisions including strategy for [Discover.DHL.Com](#) and [Mo Salah](#)

2. **Clients: Coca Cola** award-winning campaign [Never Settle \(case study\)](#) → **Game of Thrones** CX strategy

→ Rebranded and relaunched [Unique Homestays](#) with new [campaign](#) and visual identity

→ **Nike Europe HQ 'EKIN'** ambassador training engagement → Led [Henkel sustainability HUB](#) content strategy

3. Led, mentored & managed department. Ran strategy for agency specialist units including [brand](#) design.

🎯 → Wrote **Manchester United's** new positioning, brand strategy, identity & values → Launched the **world's biggest digital employee engagement platform** for DHL → Won campaign awards in [The Drum awards](#) → Placed agency into Econsultancy's [Top 50 agencies](#) in 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**

🎯 → Won FSF Award for [AXA IM campaign](#) → 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 campaign for [NEST UK pension provider](#) creating [behavioural segments](#) & new financial products

○ **Innovision** Created Meta Workplace [Flow event platform](#) & [strategy](#) + [Facebook Cannes 2018 experience](#)

○ **Atomic London** Lead brand planner for first ever Direct to Consumer launch for [Ageas](#) (UK's #3 insurer)

○ **Play Retail** Experiential strategy for **NARS** (cosmetics) luxury retail experience ([case-study](#))

○ **infogr8** New purpose, brand identity consulting; repositioned agency proposition as data-led experience co.

○ **The Partners DesignBridge/WPP** Consultant | [Cancer Research UK](#) brand architecture & corporate strategy

○ **Matter of Form** Consultant | Rebranded **Orient Express** > [Belmond.com](#) brand digital, CX, ecommerce & site

- **Mother** Strategy consultant | Baileys global digital, content strategy, playbook [IPA Effectiveness Silver Award](#)
- **HUGE** Brand Strategy [Thomson Reuters Legal](#) Led brand planning, research programmes & creative testing to translate US platform to UK/EU markets → Led research, CX, message hierarchy, segment dev & comms plans
- **ThinkHouse** Freelance Brand Strategy Director | Creation of UK fashion brand [Mennace](#)
- **RAPP** Freelance Strategy Director | Led **Mastercard** global pitch, wrote [PSD2 whitepaper on open banking](#)
- **Omobono** Freelance Strategy Director | **Aviva** B2B global pitch strategy (insurance / asset management)
- **Killik & Co** Digital Brand Consultant/Marketing | Marketing Trainer | Client digital strategy (FS and fintech)
- **375 Creative** Strategy Director | [Atlas Copco](#) brand architecture/portfolio strategy (industrial)
- **YunoJuno** - Brand Planner/Business Transformation Consultant | Planned the iconic brand's repositioning

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

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

🎯 → **Refreshed KPMG brand globally**. Ran digital transformation & training across the firm → Launched KPMG direct-to-consumer brands and repositioned 'strategy' business units to win \$500m business

Strategy Director across [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**

→ Repositioned agency to market-defining, in-housing leadership. Led to [Campaign In-house agency of year](#)

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

Unilever's AXE/LYNX global digital, [repositioning](#), platform development, content marketing & social strategy

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

1. **Google Enterprise** Global 'BYOD' strategy lead. Researched and wrote whitepapers and film [campaigns](#) including [Magic Number](#). Used creative ad formats, brand sites, social strategy & content for SMB audiences
 2. **Google Partners** programmes and campaign planning for offline, training, DM & CRM creative campaigns
 3. Strategy lead on **Google** campaigns: '[Google London](#)' and [AbbeyRd x Google](#) & innovation projects
 4. **LG TV** (consumer technology) brand launch and **Mizuno brand** & comms product strategy for [Basara launch](#)
 5. Launched [Gett brand in Europe](#) - brand campaign, driver & corporate strategy 🎯 moving from 11th > 2nd position in ride-hailing 🎯 → 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 pitches for **Google, Gett, Rocket Fuel & Friends Provident** → Won Drum's Integrated Marketing Agency Awards 'Best Agency' → Ran partnership-creating workshops for **Oxfam, MINI, Mobo Awards**

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

1. Led top 30 agency's brand planning for **Coca Cola, Dr Pepper, LEGO, Disney & Reckitt Benckiser**
 2. Strategy lead on **Ferrero's tic tac Europe**: brand/digital/social/community/content/mobile
- **tic tac's** '[Design Your Pack](#)' activation strategy that won awards in [UK](#), [Europe](#), [US](#) and [Asia](#)
3. Led Partnerships & Sponsorship strategies for **Channel 4, Sky, ITV, MTV, Disney, Bauer & Turner**

🎯 → **Home Office** 'Abuse Campaign' [MediaWeek Award Finalist Case-study](#)

→ Created England 🏏 [#RISE TV campaign](#) for [Ashes 2013](#) → **Lego Friends** won '#1 Toy [campaign](#)'

→ 🍜 Wrote **wagamama** masterbrand, marketing & franchise strategies (leading to \$1bn brand valuation)

○ ISOBAR (Dentsu Creative) – Senior Strategic Planner | Dec 2011 - July 2012 | Contract

1. **Kellogg's Global & DIAGEO Global**; Delivered integrated portfolio and innovation-centred strategies
 2. Integrated brand-led mobile marketing strategies and activation digital campaigns including [Krave](#)
- 📍 → Created new brand platform & relaunch campaign for [Rice Krispies Explorers](#) → Wrote brand POV documents: *Being Mobile Ready*, *The Role of Digital & Mobile Gaming* → Won Forevermark/**De Beers** global pitch (digital /CRM/ mobile/ retail) with a robust insight-led strategy → Made 'Innovation leader' at Isobar Labs Innovation unit for work on **adidas**/[London 2012 Olympics campaign](#), **Dulux**, **AA** & **Heinz**

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

1. **Star Plus Disney+** brand refresh for biggest Indian TV channel watched by 1bn +
→ Overhauled CX across catch-up/streaming/mobile services and on/offline experience
2. **Disney+ Hotstar** (launched as Life OK) launch of biggest Indian channel brand in 10 yrs → Set KPIs, community strategy & guidelines for first multi-platform TV launch → Developed site and brand identity for broadcast & digital

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

1. **DIAGEO Pimm's** - Led integrated 2011 campaign → Developed ecommerce strategy → led Pimm's first mobile strategy → Created crisis management & community engagement plan and first campaign for Winter Pimm's
2. **Guinness** - Digital, social strategy, mobile ads and mobile web ([1759 campaign and app](#))
3. **Pfizer** - *PfizerLife* CRM Program: +30% sign-up & retention through UX, data capture & content ([led to Veeva](#))

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

Burberry - Brand activation and digital strategy on [Art of the Trench](#) campaign focused on growth opportunities
Westfield Stratford City - [Launch and experiential campaign](#) for Europe's largest retail complex

○ PUBLICIS LONDON – Integrated & Digital Planner | 2010 | Freelance

1. **Tourism Ireland** 🍀 led digital strategy for winning £500m global pitch & developed [campaign](#) (ran 2010-2023)
→ Customer journey experience mapping, creative conceiving, social & TV activation
→ Ran research: focus groups, moderating, insight gathering, report writing and campaign development
2. **Malibu** 🍹 [MaliBoom brand platform: MarketingWeek Campaign AdAge](#) planning/digital/social/experiential

○ AMV BBDO / BBDO Worldwide Global Account Planner | Mar 2004 - June 2007 | Full-time

1. Strategic planning on global brands **PepsiCo**, **Wrigley**, **Guinness** (Cannes Lions wins) & Mercedes pitch win
 2. Agency marketing - managed BBDO global brand, created bbdoeurope.com & redeveloped [BBDO.com](#)
 3. Ran global trends studies: [Rituals \(deck\)](#), [Wireless Works \(FT\)](#), *Being 20 in Europe* (Business Week, PSFK)
- 📍 → Created **BBDONow** global portal, [launched first-ever agency labs BBDO Digital Lab](#) → Wrote 'How To Make Your Agency Digital' keynote → 'Distinctions' in AMV Group Integration & PHD Media Planning courses

EDUCATION

IPA London, 2004 - 24. Effectiveness, Ad Law: Legislation & Regs Adv Pass | Foundation Cert Dip: Credit
Cambridge University Judge Back to Business, 2020 | **Duke University** Behavioral Economics Dip, 2013
Oxford Brookes University 2:1 - BA Hons, Marketing Management & Art History, 1996-99