



Mark Leigh

Business Transformation

Switzerland & UK
UK: +44 798 4022 913 CH: +41 79 897 78 71
markleighster@gmail.com
linkedin.com/in/mark-leigh-338943105

who

C- Suite, Senior leader
& Non-Exec Director >

A widely respected and vastly experienced strategic and integrity-driven senior leader.

Has advised and guided businesses of every shape and size across several sectors across the globe. Creatively minded and forward thinking, brings true expertise in business transformation and marketing.

experience

Business Transformation
Stakeholder Engagement
Strategic Leadership
Business Turnaround
Governance & Risk

A breadth of business acumen leading restructures, market entries, product launches, turnarounds and expansions.

Currently holds several boardroom positions adding specialisms in marketing, communications, change management and HR strategy.

Trusted and pragmatic is hugely experienced working with businesses in controversial industries and across highly regulated landscapes.

competence

Senior leader >
Marketing strategist >
Financially savvy >
Change management >
Comms expert >
Data & Research driven >
HR literate >

C-suite and Board level experience

Multiple new category creator, restricted category specialist, managing large worldwide budgets

P & L accountability

Educated and globally experienced

Award-winning communications creator & developer - external/ internal

Implementer of global programmes

Talent, performance management, development and operations

highlights

Achievements and
Accomplishments >

Strategist and global lead for people and culture change programme for a major multinational taking the business through radical business transformation across functions, regions and 180 markets (80,000 employees) | PMI

Co-founded a new worldwide client HQ in Lausanne, Switzerland - becoming No.3 in the country over a 7-year period | Leo Burnett/ Publicis

Turnaround of failing UK acquisitions as the new Group MD, restructuring and restoring profitability in addition to re-injecting life into a dormant new business pipeline | WPP

Architect and global launch of 3 significant and commercially successful categories – flat screen (TV & Monitors), DVD, IQOS (heated tobacco alternatives) now with 13 M users across 49 countries worldwide | Euro RSCG/ HAVAS, Leo Burnett

Early stage venture support most notably with Alibaba in 1999 working with Jack Ma – VC, business model, identity and marketing | Euro RSCG/ HAVAS

Business transformation of 'Goldstar' to global electronics giant LG Electronics | Consulting/ DMB&B

Awards >

Winner Social Enterprise UK – Tech for Good 2019 | Winner 'Best' Awards for strategy 2017
Winner 2014 Leo Intel Award for strategy | Winner 2007 Powerhouse Marketing Award
Winner 2004 'Best of the Best' Asia Pacific | Winner 3 Cannes Lions 2002

learning

Education >

WARWICK BUSINESS SCHOOL (In Progress 2020) | UK
Executive Diploma in Organisational Change (WBS 'Change Maker' Scholarship)

INSEAD | On-Line
Certificate, Leading Organisations in Disruptive times (2020)
Certificate, Strategy in the Age of Digital Disruption (2020)

MAESTRO (2008) | Provence
WPP residential executive acceleration programme

UNIVERSITY OF SURREY | UK
MSc Management & Education (1991)
Postgraduate Certificate in Adult Training (1990)

Languages >

English native speaker, French B1

milestones

Philip Morris International > (PMI)

09/17 - 12/20

Global Head of People Engagement & Culture | Switzerland
Global Director Engagement Strategy, Planning & Delivery | Switzerland
Senior Consultant | Switzerland, UK

Diversitech Group >

04/17 - 08/18

Managing Director | UK

Verbalisation >

03/16 - 04/17

Chief Strategy Officer & Board Director | London

Leo Burnett (Publicis) >

11/08 - 09/15

EVP - Global Business Planning Director | London | Lausanne | Geneva

Grey Global Group > G2Worldwide (WPP) >

04/05 - 11/08

Managing Director G2 Group/Joshua UK | London
Global Brand Development Director | London
Global Planning Director/Business Director | London

Grey Global Group (WPP) >

05/03 - 04/05

Regional Planning Director (SEA) | Malaysia

Brandstorm >

05/02 - 05/03

Regional Partner | Hong Kong

Euro RSCG (Havas) >

09/99 - 02/02

SVP - Marketing Services Director North Asia | Hong Kong | Singapore

Previous career >

Global consultant based in Asia/ New York. Founder and MD of own business in UK and Dubai.

Not-for-Profit experience

CLEAR VOICE >

12/17 - Present

Board Director | UK

MIGRANT HELP >

12/17 - Present

Board Trustee | UK

YGAM >

09/17 - 05/18

Board Trustee | UK

NACRO >

03/17 - 09/20

Co-Opted Advisor Strategy & Performance | UK