

DAVID BEDFORD

STRATEGY DIRECTOR

Strawberry Hill, London · 07377 451278

david.bedford@dbamarketing.co.uk · [linkedin.com/in/davidbedford/](https://www.linkedin.com/in/davidbedford/)

David is a highly experienced Strategy Director and Head of Planning who has considerable experience in Loyalty and partnership marketing. His recent work includes evaluations and qual research for O2 Priority and DIRECTV (US). His experience includes work for Coca-Cola and the Government assessing sponsorship and partnership opportunities. David's partnership marketing experience includes work on Avios, Costa Coffee, NatWest, Nectar, Shell and Barclaycard. He recently worked on Nestle Pure Life at Publicis Poke where he developed their global marketing branding and communications in the water category. His agency experience includes work for Publicis, Ogilvy, McCann and directly for clients including Virgin Media O2, Three, Kimberly-Clark and Government. David's expertise is across a range of disciplines including brand, advertising, customer experience, content, digital, social and CRM/data. He combines a strategic, consultative approach with stakeholders and an ability to develop and drive innovative thinking.

Partnership/sponsorship experience

- **Virgin Media/O2, Strategy Lead** – analysed the customer experience across both brands with a specific focus on evaluating the role of O2 Priority and partnerships
- **F1 Sponsorship** – evaluated potential for F1 for Saudi Aramco and developed comms strategy to promote alternative fuels to reduce carbon
- **DIRECTV** - set strategy for a new loyalty scheme to support the leading US satellite and streaming company. Evaluated sponsorship and partnership programs including NFL, food and drinks and travel partnerships
- **UEFA** – evaluated data strategy to support partnership with EA Sports
- **Nectar** – managed segmentation and creative communications, including TV and CRM to the Nectar customer base, managed partner relationships across issuing and redeem partners
- **Shell** – developed future of loyalty research leading to development of Shell Go as a mobile-app based program
- **Coca-Cola** – evaluated potential for sponsorship of grass roots football and netball
- **Government** – evaluated potential for brand partnerships across several major public health projects

Other selected projects

- **Publicis Poke, Strategy Director** – lead on key projects for Heineken, Alcon, Nestle and Kellogg's
- **Craft Words, Strategy Lead** – developed brand strategy, branding and messaging for Flyfish a new FinTech cross border payments platform
- **Momentum ITSMA, Lead Consultant** – strategy lead and client management role on Lenovo Global B2B Solutions. Role includes ABM development, launch of new propositions across cyber security, AI, Digital Transformation and Sustainability

- **McCann Enterprise, Strategy Director** – lead on brand and communication strategy for DP World, international logistics company with focus on corporate communications at the World Economic Forum
- **Incubeta, Strategy Lead** - developing social media playbook and strategy for Royal Commission of AlUla, a newly opened UNESCO heritage site, tourist area and film location in NW Saudi Arabia.
- **Craft Words, Strategy lead** on Flock Mobility, a new corporate car share proposition

Projects 2021/22

- **THREE, Head of Acquisition and Channel Marketing (interim)** – led set up of acquisition and channel marketing function for B2B at Three as part of a broader digital transformation strategy. Defined the Three B2B brand, priority target audiences, launched new propositions, digital content and set up content marketing/ABM targeting medium SMEs.
- **Outform, Omnichannel Strategy** - developed a strategic framework for Phillips Omnichannel marketing activity across the consumer electronics and healthcare divisions.
- **Incubeta, Brand Strategy** - developed brand strategy and communications for new wealth management brand, Saltus. Identified key target audience profiles and set overall proposition to bring a refreshing approach to the financial management sector.
- **Pancreatic Cancer Action, Campaign lead** - developed communications strategy and advertising to raise awareness of newly found link between Type 2 diabetes and pancreatic cancer.
- **Uncommon, Strategy lead** - developed CRM strategy for BA loyalty programme to promote key changes to the Avios program and events including Black Friday sales and Winter sales activities.
- **Ogilvy, Content Strategy Director** - set strategy for award winning PR and Social Campaign for Inmarsat called 'What on earth is the value of Space?' - focused on global perceptions of Space and what it means to people globally in support of the corporate sale to ViaSat
- **Kimberly-Clark, Digital/CRM consultant** - led digital transformation projects across EMEA. Strategy lead for web and CRM development in key markets, directing local marketing, project managers, IT and digital production teams. Led regional workshops across EMEA for key brands: Andrex, Kleenex, Huggies and Kotex.
- **Nteractive, Temenos - Strategy lead** – experiential strategy for fintech banking software company global events
- **RPM, Strategy lead - Johnnie Walker** – experiential strategy to drive consideration of leading global whisky brand
- 2020
- **Raymarine Electronics, Digital Transformation consultant** – consulting role to review current digital set up and advise on future roadmap. Reviewed vendors and managed a tender process for new digital platforms to support website development and content management.
- **Egypt Tourism Authority – Digital Strategy** - developed digital strategy and content for Egypt Tourism to drive global tourism post-pandemic. Identified the need to appeal to younger audiences and to ensure safety and appeal for younger families. Activity resulted in the development of website content strategy and social media with the set-up of Experience Egypt.
- **Ogilvy, Content Strategy Director** - developed content to promote Saudi Aramco's support of F1. Project involved a focus on sustainability with an investigation into alternative fuels including hydrogen and a look at the role of AI in support of oilfield safety. Activity was

designed to promote reputation of Saudi Aramco in pursuit of its corporate and development goals across EMEA.

- **VCCP, Strategy Director** - develop digital content strategy to support Ineos Grenadier 4X4, setting launch CRM journeys and content.
- **Wasserman, Data Strategy lead** - developed CRM/Data strategy to promote UEFA Champions League, Europa League and Euros to UEFA's 10m global fan base

2018-2020

- **Samsung, Digital Strategy Director** – key strategy role on Samsung.com. Developed framework to monitor e-retail performance across EMEA. Developed Continual improvement programme to optimise online performance for Samsung.com to drive incremental sales. Set the launch blueprint for new flagship products and devices.

2017-2018

- **Wunderman, Strategy Director - BT / Shell** - developed CRM strategy for BT price rise. Developed future state for loyalty schemes for Shell globally including development of Shell Go, an app-based programme

2016-2017

- **Gyro, Head of Strategy** - Team lead across Vodafone and HP accounts. Lead strategist on Vodafone B2B propositions development, advertising, digital, content and CRM. Launched Unified Communications, new mobile tariff propositions and led editorial strategy across social media and thought leadership.

2010-2016

- **Geometry Global, Head of Planning** - Team lead on strategy and planning across the agency. Key accounts included Vodafone B2B and B2C CRM, GSK Healthcare retail campaigns, HSBC CRM campaigns, Visa Brand Communications, BMW and BAT.

2003 – 2010

- **Independent Marketing Consultant** – projects included the launch of Orange broadband, developing new mobile technology products. From 2007-9 David managed the Dept of Health/COI - Stroke Act Fast campaign winning multiple awards and saving thousands of lives.

(Earlier career at integrated agencies: Positive Thinking, Interfocus, Triangle)

Education

University of Manchester - Economics 2:1

Skills - Experience working with Salesforce, Adobe, Google Analytics and Kentico platforms.