

harry pugsley | cv

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Sixteen years working in strategic roles helping define and communicate brands to drive business outcomes. Over this time I have helped develop businesses, brands, products, platforms, campaigns and social media programmes.

employment _

March 2019 - Present **Brand & Agency Consultant, London**

Providing strategic counsel and leading initiatives for clients including EQL (Fast Company's Most Innovative Companies 2023), Fire Without Smoke, Keywords Studios (PLC), Sightline Climate and ICHI Worldwide.

- Helping start-ups and mature businesses to define effective brand strategies. Working with existing client partners or building bespoke teams across research, copywriting and design to deliver on project objectives.
- Supporting creative agency leaders to drive growth, operational efficiencies and creative excellence. Work includes annual planning, 1-on-1 mentoring, people & culture support, optimising processes, pitch consultation and new business.

October 2020 - September 2022 **Co-Founder, &agree, London**

Founded a startup to build a SAAS workflow platform that streamlines organisational decision making. Researched, defined, tested and rolled out a MVP into Beta. Closed business due to product performance, money and people changes.

April 2017 - February 2019 **Business Lead & Strategy Director, Digitas, London**

Led the £3m+ Honda Motor Europe and Honda F1 accounts.

- Led 15+ cross functional team that spanned client service, strategy, creative, UX, data and technology
- Rolled out a transformation programme for Honda Motor Europe's social media team that realigned people and capabilities, defined new tools and processes, established new content practices and measurement

July 2014 - March 2017 **Strategy Director, Digitas, London**

Set and managed the strategic direction of Honda Motor Europe and Honda F1 accounts.

- Ongoing strategy of Honda Motor Europe's digital platform across 22 markets and 7 business divisions
- Launched Honda back into F1 in 2015 with a global communications programme
- New business wins include Honda F1, Goodyear EMEA, Visa Formula E UK

July 2012 - July 2014 **Senior Planner → Planning Partner, McCann, London**

Brand and communications strategy across L'Oreal, Johnson & Johnson, Nature Valley, London Live and Kaspersky.

- New business wins include Microsoft Global, Nature Valley UK and PZ Cussons Nigeria
- Guest speaker at the British Foreign & Commonwealth Office Communicating Britain Conference 2012

August 2011 - June 2012 **Sabbatical**

August 2008 - August 2011 **Strategist → Group Head Strategy & Design, Sputnik Agency, Sydney**

Led brand, digital and communications strategy across Johnson & Johnson, Google, Sanitarium, Frank and Origin Energy.

- Developed an online private health insurance brand called Frank that surpassed year 1 targets in 10 months
- Launched Johnson & Johnson Regaine Foam increasing trial amongst hair loss sufferers from 1% to 4%

September 2007 - August 2008 **Communications Planner, Mindshare, Melbourne**

Media and communications strategy for clients including Motorola, Walt Disney and Victoria University.

January 2006 - September 2007 **Planner, JWT, Melbourne**

Brand and communications strategy for Ford and Kraft. Helped publish 'Change the World 9 to 5' Australian edition book.

education _

AWARD (Australasian Writers and Art Directors Association) School, Melbourne

APG (Account Planning Group) Introduction Course, Melbourne

Swinburne University, Melbourne - Bachelor of Multimedia (Business Marketing)

The Hutchins School, Hobart - Graduating with Distinction and House Prefect