

# Neil Simpson

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- Agency account planner for 10+ years working across different categories and continents.
- Depth of experience researching customer behaviour, perceptions, and media habits, combined with producing actionable insights, brand strategies and award-winning creative work.
- Experienced in developing qualitative and quantitative research plans, as well as setting up brand health trackers and testing creative work.
- Worked in London, New York, and Edinburgh, with experience of brands in highly regulated and B2B sectors as well as FMCG giants including Unilever, PepsiCo, and global spirits brands.

## Experience

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2019 - 2024

VP Strategy Weber Shandwick Scotland

Categories and Brands Worked On:

Whyte and Mackay; Caterpillar; Sanofi Consumer Healthcare; GSK; ICMH Hotels; Glenmorangie.

Examples of Work:

**Glenmorangie | Brand Tracking:** Worked with the brand to overhaul their corporate brand health tracker in Scotland. This involved working with the client to clarify their target audience and the behaviours and perceptions that were most important to track. The tracker was then packaged up on a dashboard and regularly reported on to provide client with actionable insights.

**Royal Society of Chemistry | Segmentation and Target Profiles:** Developed research to inform messaging, media decisions, and creative for the Society in a bid to engage the wider public with the subject of chemistry. Started by understanding the needs of their different audiences and segmented them into attitudinal groups and created profiles for each of them. Five segments were created with profiles for each, highlighting significant variations in demographics, media consumption and behaviours towards education and learning.

2018 - 2019

Associate Planner the Leith Agency

Categories and Brands Worked On:

Royal Bank of Scotland; The Prudential; The European Federation of Pharmaceutical Industry and Associations.

## Examples of Work:

**Measurement and Evaluation | EFPIA:** Led a team to deliver a measurement and evaluation programme for EFPIA. Commissioned YouGov quantitative surveys and qualitative surveys across Europe. Regularly analysed and presented results. Results helped EFPIA craft what they were saying and prompted them to rethink who they were targeting and what their overall objectives were in Europe.

2015 - 2018

Associate Planning Director DDB New York

2014 - 2016

Planner DDB Remedy London

2011 - 2014

Junior Planner Freud Communications

## Education

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Master of Philosophy | History | University of Cambridge 2009 - 2010

Master of Arts | History | University of Edinburgh 2005 - 2009

## Professional Education

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Market Research Society | Qualitative and Quantitative analysis courses | 2023

Mini-MBA in Brand Management | Professor Mark Ritson | 2019

CIM Strategic Marketing Diploma | Part of the Diploma in Professional Marketing | 2018

Mini-MBA in Marketing | Professor Mark Ritson | 2017