

MAJOR STEADMAN

London, United Kingdom

HELLO.

CONTACT:

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CORE SKILLS:

Strategic Leadership

Comms Planning

Brand Strategy

Creative Strategy

Growth Planning

CERTIFICATES:

IPA Behavioural Economics

IPA Leadership Course

Mindworx Behavioural Economics

APG Strategy Leaders Course

Facebook Blueprint – Planning

TikTok – Creative Expertise

EDUCATION:

Master of Science

Applied Social Psychology

University of Liverpool (2014)

Bachelor of Arts

Business Marketing

Cornell University, Ithaca, NY (2004)

SUMMARY:

A dynamic and accomplished strategic leader with a specialisation in comms planning, brand strategy and connected experiences. Proficient in architecting strategies and crafting stories that sustain long-term audience attention by 'playing around the edges' where people and culture meet. I'm passionate about mentoring and leading teams of cross-functional strategists, producing breakthrough strategies that accelerate creative effectiveness, leading to brand growth for clients.

SKILLS & INTERESTS:

Behavioural Economics | Cultural Philanthropy | Creative Technology | Generative AI | Team Leadership | Brand Strategy | UX Strategy | Connections Planning | Growth Marketing | Positioning

EXPERIENCE:

Publicis Groupe

Global Strategy Lead, May 2021 - Present

London, United Kingdom

I lead and support on global briefs, ensuring best-in-class creative and strategic thinking are being implemented across the different agencies of Publicis Groupe and Publicis Media in key markets such as LATAM, Europe and North America.

As Global Strategy Lead, I help identify best-in-class frameworks and opportunities that answer the long-term goals of clients while ensuring that strategic and creative teams are stimulated and primed to deliver work that gets talked about and work that drives success.

The work I have been involved with has seen wins at Cannes Lions (*Powerade, Heineken, Oreo*), Effie (*Oreo, Banca Transilvania, Sanofi*) and LIA (*McDonalds, Renault, Oreo*).

I'm also heavily involved in global new business where I thrive on uniting multi-disciplinary teams under a single, cohesive vision to drive pitch success.

VaynerMedia

Strategy Director, June 2018 – May 2021

London, United Kingdom

NatWest: Leading VaynerMedia's internal team of strategists, creatives and media planners to create, engineer & deliver NatWest's social and digital comms activity.

UNICEF: Leading the strategic & creative relationship with Global Department of Comms (NYC) and regional Public Fundraising & Partnerships teams to deliver multi-market campaign toolkits & transformative comms programs.

7UP (Global): Campaign strategy lead, connections planning and brand positioning for 7UP's global consumer proposition for 2020.

Stella Artois (Global): Campaign and communications strategy across Stella Artois' digital and social channels.

Punch Consultancy

Freelance Strategy Director, Aug 2014 – June 2018

London, United Kingdom

Freelance Strategic leadership, Comms Planning, Brand Strategy, Creative Strategy, Service Design for various agencies and direct client relationships:

Sapient Nitro / Dropbox / LVMH / Pulse / Emirates Airline / Saatchi & Saatchi / Poke / BETC / Stink Studios / AKQA

TribalDDB

Head of Digital Strategy, Jan 2014 – June 2014

Dubai, United Arab Emirates

Emirates Airline: Working across the airline's online commerce proposition, managing a mixed team of creatives & strategists to deliver multi-channel comms frameworks to communicate brand awareness & in-cabin offerings.

Skittles Arabia: Brand Strategy for driving growth of Skittles in the MENA region.

TBWA\RAAD
Head of Digital Strategy, Nov 2012 – Jan 2014
Dubai, United Arab Emirates

Internal: I led the launch of DAN (Digital Arts Network), part of TBWA's global effort to bring a globally connected digital agency to core regions, giving clients direct access to a global collection of talent, thinking and methodology.

Nissan: Leading a team of strategists, planners and creatives focusing on creative technology to deliver stories and experiences that drove brand engagement with a newly identified younger audience segment.

Standard Chartered Bank: Comms and campaign planning to drive brand equity and product salience across the UAE.

Saatchi & Saatchi
Head of Digital, Jan 2010 – Nov 2012
Dubai, United Arab Emirates

Cadbury MENA: Campaign & connections planning, working with Saatchi & Saatchi London to deliver MENA communications toolkits.

FlyDubai: Leading the FlyDubai strategic and creative teams to deliver 360 comms and route-launch campaigns.

Gillette MENA: Comms and creative toolkit delivery across the MENA region.

H2O Media
Strategy Lead + Creative Technology + Content, Feb 2009 – Jan 2010
Dubai, United Arab Emirates

Clients: Sony MEA, Accor Hotels, Air Arabia, Carlsberg.

Milk Media
Founder, Jan 2005 – Feb 2009
Dubai, United Arab Emirates

Milk Media was a boutique agency that I founded, specialising in social media communications for brands starting to embrace 'the new' at a time when social media was just emerging as a platform for brands to utilise. (Acquired by H2O Media)

Clients: Address Hotels, PlayStation MEA.

YOU MIGHT FIND ME TALKING ABOUT:

Modern cultures and the different tribes that inhabit it, why F1 is the best sport in the world, trends and observations on the aviation industry, how I've never really grown out of gaming, how I'm trying to grow more into long-distance running, why early 90's Hip Hop is the best type of Hip Hop and how new, progressive technologies can make life better for people.