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### ABOUT

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I have more than 20 years' experience of building brands and devising marketing strategies to provide businesses with a competitive advantage. I have a proven track record in marketing effectiveness through a deep understanding of customer behaviour and actionable consumer insight. My experience spans multiple fields but is most extensive in financial services, FMCG and social marketing. I have won awards for the effectiveness of my work in every sector I've worked in.

I'm not just a thinker, I'm a creative problem solver. At the heart of my success is my willingness to roll up my sleeves to get things done. I believe in leading teams by collaboration and consensus.

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### KEY SKILLS

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- Customer marketing strategy and brand activation planning
  - Insight gathering, segmentation and analysis
  - Integrated campaign planning
- Award-winning track record of marketing effectiveness
  - Responsible for multiple campaigns that have delivered a strong ROMI
- Brand strategy development and innovation, including NPD
- Qualitative and quantitative research, including focus group moderation
- Excellent collaboration and influencing skills
- Agency relationship and stakeholder management at board level
- Team builder and motivational leader
- Excellent written and verbal communication
- Project management and internal communications experience

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### EMPLOYMENT SUMMARY

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I have recently finished working at Mail Newspapers, where I was responsible for devising a new customer marketing strategy for the brand across the UK. My role involved insight gathering, customer research and the creation of an integrated marketing plan to drive this new strategy forward. I was also responsible for creative agency assessment and I coordinated the pitch process for appointing a new agency to take the strategy forward. Stakeholder management was crucial in this project, involving weekly reporting to senior management and executive level.

Prior to that, I was employed as a Business Lead at VMLY&R Australia, overseeing agency creative and strategic output for a range of clients, most especially Q Super – the largest pension fund in Queensland.

# DAVID WATSON

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## EMPLOYMENT DETAILS

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### 2020 - date Freelance Brand Strategy Director

Working with a range of clients on brand and marketing strategy, problem-solving and all-round marketing support. Clients include Mail Newspapers, Greene King, and Scottish Blood Transfusion Service.

### 2020 Marketing Strategy Consultant, Mail Newspapers, London

Marketing departments at daily newspapers are fast-paced and unrelenting environments in which to set the strategic direction for the brand. Metrics of daily sales and promotional activity can dominate the agenda. But I loved the challenge of working there – balancing the need to deliver short-term success at the same time as focusing on the longer-term health of the brand and setting a course for success in the medium and longer-term. Specifically, my role involved:

- Management of the insight gathering process – both consumer and stakeholder research
- Development of a new positioning for Mail Newspapers brand and selling that positioning internally
- Development and roll-out of customer marketing strategy
- Management of creative agency relationship and pitch process.

### 2018 – 2019 Business Lead, VMLY&R, Australia

A key focus of my role at VMLY&R was helping set the long-term direction of the QSuper brand and the management of the client relationship, which was under significant strain when I arrived at the agency. I achieved this so successfully that the agency contract was extended and the client invested significantly higher budget in their marketing plan.

- Agency leadership across all Q Super brand activity
- Oversight of brand development and management of creative development and activation
- Customer research and development of motivating and effective customer propositions
- Monitoring and reporting of campaign effectiveness
- Responsible for NPD for QSuper Insurance – brand positioning and strategy
- Re-brand for Terry White Chemmart – the largest pharmacy group in Australia
- Meeting all monthly revenue targets set by VMLY&R Head Office.

### 2010 – 2018 Managing Director & Planning Director, The Bridge Advertising, Scotland

I led a management buyout from the existing shareholders, just as the effects of the global financial crisis hit the UK. It meant my time as Managing Director of The Bridge was more challenging than I would have liked, but I am proud of what the team and I achieved.

- Management of agency of 20 employees
- Oversight of agency planning department
- Modernised agency structure and business model
- Launch and spin-off of digital agency - Ping
- Marketing Society Star of the Year Finalist.

# DAVID WATSON

## **2006 – 2010 Head of Insight & Deputy Managing Director, Isthmus Communications**

I led the strategy team across the group, which covered digital, design and DM. This role included supervision of all client research and insight gathering and new business development. I had board-level responsibility for the following clients - Martin Currie Investment, Britannic Asset Management, SNBTS, Whyte & Mackay and Greene King.

- Author or co-author of several IPA Effectiveness Awards and Marketing Society awards
- Winner of Best Marketing Strategy at Scottish Business Awards for Greene King

## **1998 – 2006 Senior Planner and Account Director, The Bridge Advertising, Scotland**

- Responsible for the planning and strategic output for the agency's largest and most important clients, including Health Scotland, Abbey National for Intermediaries and Express Newspapers.

## **1993 - 1997 Lecturer & Tutor, Modern History Dept, University of St Andrews**

- Extended periods of study at Harvard University and in Paris.

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## **ASSOCIATIONS, QUALIFICATIONS AND EDUCATION**

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- Fellow of the Chartered Institute of Marketing
- Member of the Account Planning Group and the Marketing Society of Australia

## **1993 - 1997 Ph.D. Social History, University of St Andrews, Scotland**

- School of Modern History Scholarship
- Ecclesiastical History Society Scholarship

## **1988 – 1992 M.A. (Hons) Modern History, University of St Andrews**

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## **ADDITIONAL INFORMATION**

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My wife and I have two young boys, so home-schooling has meant that I have recently become an expert on Robert the Bruce and S2 maths. I'm President of the North Berwick Swimming Club and a Board Director of Luffness New golf club.

I like to play golf and take a strong interest in the arts and current affairs.

I love travelling and enjoying new experiences and cultures, which I'm hoping I'll be able to do again soon. I speak reasonable French and conversational German.