



Martin Harrison

at

<https://www.linkedin.com/in/martinvharrison>

Summary

Experience

Strategy Director at

I lead the strategy function in a growing B2B specialist agency. As a creatively focussed agency, my role is to bring the insight and strategic rigour of B2C to B2B. Our work on Mondi won the inaugural IPA Award for Effectiveness in B2B. As an integrated agency, I work closely with the media team, and helped to redefine the agency media proposition, leading to £ 5m+ of new business last year.

Strategy lead at Wunderman Thompson

Strategy lead across a portfolio of B2B clients, including BT, Sage, and Tableau.

Key Client - Sage. Led pitch and subsequent engagement, which saw a new brand and advertising strategy and TV creative launched with significantly increased spend. Our first campaign won four awards at the B2B marketing awards, including the Grand Prix.

Key Client - BT. Led a wide variety of projects including website redesign, enhanced CRM programme, customer experience insight, and global advertising strategy. Two of our campaigns were featured in Campaigns Ad of the Week, a first for a B2B client.

Authored White Paper; "Inspire B2B", taking the agency positioning and applying it to B2B, with accompanying WARC article.

Led and mentored a diverse team of strategists, following several mergers and acquisitions.

Marketing Director at Kortical

Kortical is an Artificial Intelligence startup, with the aim of bringing the benefits of artificial intelligence to every business. I helped define their brand, sales and marketing strategy, business development and VC pitch deck. The business secured funding, on-boarded several new clients and continues to thrive.

Head of Strategy, Huge at Huge, Inc.

Led strategy practice in the London office of Huge, Inc. Oversaw a team of strategists across a wide variety of European clients.

Key Client - Knorr. Unilever's biggest brand, with over £ 3b in sales across over 200 countries. Led a project to align 200+ markets around one single global strategy. Reoriented the business around content marketing, to capitalise on the astonishing growth of food as a search category. Defined the global digital ecosystem, focusing on Search, Website, YouTube and Facebook as key platforms for global reach and engagement. Worked closely with agency partners to ensure a coherent global approach.

Key client - Enel. An Italian multinational Energy company (revenues of £ 80bn, operating in 30 countries). Defined global strategy, moving from multiple local brands to a single global presence. Led stakeholder interviews, coordinating feedback from key markets (Italy, Spain, Romania, Brazil, Columbia, Peru). Defined content and website strategy for corporate brand and local market sites.

Other notable clients.

Alexander & James - Diageo's first ecommerce site. Created brand from scratch, from naming and business strategy through to site, packaging and communications strategy.

Royal Ascot - redefined the digital experience for the world's most prestigious racing meet.

Senior Strategist at Tullo Marshall Warren

Key clients: Unilever (Lynx, Flora, Persil), Diageo (Guinness, Pimms), PayPal, First Direct

Key client - Lynx (Axe). The Unilever men's personal care brand. Brought the client and agency on a journey that moved the entire budget from CRM into Facebook, building the largest media property for 18-24 year-old men in the UK. Liaised with multiple internal clients, including legal, to deliver strategy effectively. Reshaped the agency model to employ editors and journalists to run social projects.

Implemented a measurement strategy that was able to successfully demonstrate an uplift in spend that resulted in an IPA Effectiveness

Award. Our Facebook strategy was adopted as a global best practice for Unilever.

Education

University of Warwick

BA, -

Skills

B2B marketing, Customer Relationship Management, Customer Experience, Mentoring, Mergers & Acquisitions, Funding, Sales, Marketing Strategy, Business Development, Sage Accounting Software, Tableau, Artificial Intelligence, Head of Strategy, Strategy Director, Strategy Partner, Strategy lead, Marketing Director

Keywords

Languages

—

Other candidate information that Vincere supports

Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.

(Notice: Please remove this section if you don't need it in your template)

General information

1. Candidate middle name ()
2. Candidate preferred name ()
3. Candidate first name in Kana ()
4. Candidate last name in Kana ()
5. Candidate date of birth ()
6. Candidate Age ()
7. Candidate Place of birth ()
8. Candidate Citizenship ()
9. Candidate Gender (Male)
10. Candidate Photo (



11. Candidate Primary Email (martinvharrison@gmail.com)
12. Candidate Work Phone ()
13. Candidate Primary Phone (+44 7890 554924)
14. Candidate Home Phone ()
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/martinvharrison>)
16. Candidate Current Address - Address ()
17. Candidate Current Address - District ()
18. Candidate Current Address – City/Town ()
19. Candidate Current Address - State ()
20. Candidate Current Address - Country ()
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name ()
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63678)
28. Candidate Work History (Strategy Director
2022-01-01

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Wunderman Thompson

Strategy lead

2017-01-01 - 2022-01-01

Strategy lead across a portfolio of B2B clients, including BT, Sage, and Tableau.

Key Client - Sage. Led pitch and subsequent engagement, which saw a new brand and advertising strategy and TV creative launched with significantly increased spend. Our first campaign won four awards at the B2B marketing awards, including the Grand Prix.

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Authored White Paper; ``Inspire B2B", taking the agency positioning and applying it to B2B, with accompanying WARC article.

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Kortical

Marketing Director

2017-01-01 - 2018-01-01

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Huge, Inc.

Head of Strategy, Huge

2011-01-01 - 2017-01-01

Led strategy practice in the London office of Huge, Inc. Oversaw a team of strategists across a

wide variety of European clients.

Key Client - Knorr. Unilever's biggest brand, with over £ 3b in sales across over 200 countries. Led a project to align 200+ markets around one single global strategy. Reoriented the business around content marketing, to capitalise on the astonishing growth of food as a search category. Defined the global digital ecosystem, focusing on Search, Website, YouTube and Facebook as key platforms for global reach and engagement. Worked closely with agency partners to ensure a coherent global approach.

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Other notable clients.

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Royal Ascot - redefined the digital experience for the world's most prestigious racing meet.

Tullo Marshall Warren

Senior Strategist

2009-01-01 - 2011-01-01

Key clients: Unilever (Lynx, Flora, Persil), Diageo (Guinness, Pimms), PayPal, First Direct

Key client - Lynx (Axe). The Unilever men's personal care brand. Brought the client and agency on a journey that moved the entire budget from CRM into Facebook, building the largest media property for 18-24 year-old men in the UK. Liaised with multiple internal clients, including legal, to deliver strategy effectively. Reshaped the agency model to employ editors and journalists to run social projects.

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29. Candidate Desired Salary (GBP £0.00)

30. Candidate Current Salary (GBP £0.00)

31. Candidate Contract Rate ()

32. Candidate Notice Period (30)

33. Candidate Brief (Martin Harrison has been working in the Mngm-consult occupational sector for more than 14 years. Currently he is employed as a Strategy Director. Martin has an extensive management experience (13 years) with exposure to executive/middle management positions. Currently since 2022 this candidate had experience at an executive/middle management level working as a Strategy Director.

Since 2017, for a total duration of 60 months, this candidate had experience at a lower grade management level working as a Strategy Partner/Strategy lead at Wunderman Thompson.

Since 2017, for a total duration of 12 months, this candidate had experience at an executive/middle management level working as a Marketing Director at Kortical.

Since 2011, for a total duration of 72 months, this candidate had experience at an executive/middle management level working as a Head of Strategy, Huge at Led strategy practice.)

34. Candidate LinkedIn resume ()

35. Candidate Company name()

36. Candidate Company number()

37. Candidate Branch ()

38. Candidate Desired Industry ()

39. Candidate Desired Sub Industry ()

40. Candidate Desired Function Expertise ()

41. Candidate Desired Sub Function Expertise ()

NOTE:

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as

you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level (`${education.educationLevel}`)
- b. Candidate Education Summary (University of Warwick
Philosophy, BA)
- c. Candidate Education Institution (`${education.institutionName}`)
- d. Candidate Education Course (`${education.course}`)
- e. Candidate Education Qualification (`${education.qualification}`)
- f. Candidate Education GPA (`${education.gpa}`)
- g. Candidate Education Honors (`${education.honors}`)
- h. Candidate Education Major (`${education.major}`)
- i. Candidate Education Grade (`${education.grade}`)

To use those wildcards, simply put them between an “Education.EducationStartLoop” and an “Education.EducationEndLoop”

Example:

University of Warwick

BA, -

2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a “WorkHistory.WorkCompanyStartLoop” and a “WorkHistory.WorkCompanyEndLoop”.

Work History details that are supported in Resume Builder:

- a. Candidate Job title (`${experience.jobTitle}`)
- b. Candidate Employer (`${experience.employer}`)
- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

Recruiter information

1. User location ()
2. User phone number ()
3. Resume submitted date (16/05/2023)
4. User company name (Wild Squirrel Recruitment)
5. User name ()
6. User email ()
7. Primary Brand Logo ()
8. Primary Brand Name ()