

Jo Weston

Strategy Partner

Consultant

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

Creative, passionate and principled planner with over 15+ years working on some of the world's biggest brands. I've developed strategy for brands from UNICEF to Unilever, led multi-stakeholder research projects and facilitated workshops of over 150 people. I led a team of around 30 employees driving sustainable change across company, culture and clients at Wunderman Thompson. I love helping clients solve big real-world problems with great ideas. I care deeply about the climate and biodiversity crises. Brands have a critical role in shaping culture, fuelling better decision making, and transforming business towards regenerative practices. On a personal note, I try to remain empathetic, optimistic and resolute despite what it sometimes takes to make great things happen. Give me a shout if you'd like to chat or fancy a collab

My expertise:- Marketing and brand strategy, brand-led transformation, brand positioning, problem-solving, product development & innovation- Sustainability leader, systems thinker, educator, connector, climate activist and nature lover- Senior stakeholder engagement, including working with C-Suite across multiple sectors - Qualitative & quantitative research, insight generation, focus group facilitation, thought leadership, trends research, concept testing, measurement and effectiveness- Large scale, multi-channel creative campaign development(advertising, partnerships, PR, experiential, digital and social and influencer communications), creative briefing, comms planning and behaviour change - Skilled workshop facilitator, storyteller, presenter and writer- Expert communicator, active listener and collaborator

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Skills

Sustainability,Climate Change

Employment

Wild Strategy
Founder

01/05/2024 -

FreelanceFreelance
Creative Strategy Director

01/05/2023 -

Wunderman Thompson UKWunderman
Thompson UK
Planning Director

01/10/2018 -
01/05/2023

J. Walter Thompson London (JWT London)
Senior Planner

01/09/2015 -
01/10/2018

Leagas DelaneyLeagas Delaney
Senior Strategist

01/10/2012 -
01/09/2015

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Education

City Lit
Certificate

University of
Bristol
2.1