

ANNA FOGG: STRATEGY CONSULTANT

Overview

Strategic & CX consultant with a passion for business and brand transformation. An advocate of Customer Experience using experience design and agile methodologies to create simplicity and effective change. Extensive B2C and B2B experience across Entertainment, Gaming and Media, Technology & Software & Consumer Products. A strategist at heart with excellent implementation experience across Digital, Social, Comms, Content, ATL, Retail & Trade.

Conducting customer & market research to identify and assess the customer experience gap and designing CX transformation programmes. Developing customer journey maps (current state & future state), channel and strategy maps and experience architectures to deliver the future experience inclusive of prototype services. Leading and facilitating CX workshops to develop integration and buy in from all stakeholders.

Employment

Strategic Consultant Roles

September 2022 - Present

Krow.X <https://krow-x.com/>

CX, Brand and Campaign strategy with a focus on ESG and employee engagement strategies for clients including Barclays, Aviva and Boehringer Ingelheim

Tatjana Von Stein <https://tatjanavonstein.com/>

CX and digital strategy for launch of luxury design business with a focus on digital e-commerce and brand storytelling

MSD Animal Health <https://www.msd-animal-health.com/>

Brand and CX strategy for product launches across global event and digital calendar for innovation in pharmaceutical and animal health

Lamar Development <https://ld.ae/>

CX, brand and digital strategy for Lamar luxury property portfolio - designing end to end customer experience and thought leadership strategy

Head of Growth EMEA, THE MILL

January 2022 - August 2022

Leading UK and EU team to deliver >£10M growth and sales strategy across EU markets annually as part of global leadership team. Defining outbound strategy and product suite to deliver on brand proposition and market need. A go-to market strategy that built on prior successes and future opportunities.

- Created a “new customer” experience map - building out customer sets based on target brands and businesses
- Defined a new business strategy map - outlining internal and external experience gaps and necessary action based strategies for market growth
- Creation of a retention strategy for existing clients, defining price and value products to ensure long term sustained growth from key partners

Global Strategy Director, THE MILL

October 2018 – January 2022

Leading the internal strategic team to establish a best in class “ways of working” for global brand partners across Gaming, Entertainment and Technology. Supporting brands across the customer journey to build and deliver content strategies and digital platforms to ensure brand performance and long term growth.

- Strategic consultant for top tier global brands working to define best in class content and production solutions across Social, Digital & ATL including HBO, Maserati, Al Jazeera, Google
- Created a Web3 playbook in partnership with global Entertainment brands defining the value of immersive and virtual mediums and ways to market
- Introduced strategic practise and brand insight teams for Design and Experience pitches globally to win new accounts and generate repeat business from existing clients
- Created social and content platforms for leading TV and broadcast channels utilizing new technologies to deliver news and information globally
- Design of The Mill strategic output, ways of working and internal team structures to develop The Mill

proposition and offering

****Lead on DEI & Sustainability Strategy & Policy for The Mill globally**

Strategy Director, VCCP KIN

December 2016 - October 2018

Building customer experience strategies alongside Data, CRM and Tech teams to generate brand uplift and creative excellence for global consumer and retail brands. Defining best in class social, immersive and content strategies across brand eco-systems to deliver award winning campaigns and solutions.

- Lead strategist across O2 UK, attribution modeling and effectiveness strategy for content and partnerships across brand ecosystem
- O2 Innovation and technology partnership strategy to grow music and content offering beyond advertising defining channel strategies and customer experience map
- First to market partnerships with Snapchat & Spotify - building out new capabilities and strategies to grow new audiences and generate brand affinity
- Lead digital and partnership strategist for Canon Europe: creating long term programmes with YouTube, Creators and Affiliate partners

**** VCCP: New Thinking Agency of The Year 2017**

Senior Strategist, NAKED COMMUNICATIONS

December 2014 - November 2016

Defined & developed the first iteration of experience design and CX offering at Naked Europe. Implementation across the businesses client roster and defined new approach to pitching and new business offering

- Developed the CX Strategy & service blueprint for eBay Europe (6 markets) and developed the CX deployment programme across Social, Content, Digital & Innovation
- Overseen the CX innovation labs for eBay Europe, Travelex, & Truphone
- Developed go to market proposition for Truphone. Including their CX strategy and framework

Social Strategist, CHEIL

July 2013 – December 2014

Defining CX and channel strategies for Samsung UK across product suite. Lead strategist in Samsung center of excellence designing customer retention and data analysis strategies with global rollout

Content strategist across Samsung European Newsroom and managing content production and localization across all digital channels

- Developed Influencer strategy for all Samsung UK and Always On campaigns, rolled out across Europe utilising YouTube, Google and Instagram

Freelance Strategist Roles

April 2012 – June 2013

System Two: Innovation strategist (VR application)

Future Brand: Social strategy to support Nokia partnership with ONE.org

OgilvyOne: Cross channel content strategy for Omo product launch

AnalogFolk: Strategic lead for content and campaign planning and execution, AkzoNobel

TBA: Digital and Social Media strategy and campaign to support a Smirnoff TV format

For full experience history please see my LinkedIn page www.linkedin.com/in/annafogg