

- **My experience spans both client and agency-side.** Roles as a strategist, founder, manager, entrepreneur, startup advisor, and change-agent mean I've cultivated flexibility, am action-oriented, and thrive in a variety of environments.
- **Global market experience:** I've worked across most major markets and have experience leading large distributed teams across Europe, the United States, Canada, Mexico, Australia, and Asia.
- **My functional experience spans the entire customer journey.** Skillset includes customer journey mapping, algorithm development, marketing analytics, UX, UI, and IA development, marketing technology, developing consulting IP and operationalising new ways of working.
- **Work featured in:** Adweek, Ad Age, Fast Company, Campaign, The Financial Times, The Wall Street Journal, Variety, Harvard Business Review, Business Insider, Business Week, Forbes, Fortune, CNBC, USA Today, Mashable, PSFK

EXPERIENCE

CHOICE HACKING LTD.

London, United Kingdom

Managing Director, Founder

2022 – Present

- Created B2C course platform for behavioural science applied to marketing and customer experience. Grew audience to 100k+ through social media and content marketing, CRM and CX strategy development and execution, design and creation of three web properties and associated customer experiences.
- Created B2B strategic consulting offering for customer experience powered by behavioral science, AI, psychology, and neuromarketing techniques. Productised services, managed clients, grew new business, worked through pitch, proposal, and procurement processes.
- Clients included Havas CX Helia, MYND Therapeutics (metaverse health scale-up), Everscore (U.S.-based cannabis eCommerce platform), Campsite.bio (creator economy), Tesa (EU-based consumer adhesives brand) and more.

HAVAS CX HELIA

London, United Kingdom

Director of Customer Experience

2021 – 2022

- Created, defined and led CX practice in the UK office; first strategic customer experience hire in the agency. Established agency IP, frameworks and ways of working to bridge CRM, CX, UX, and brand strategy working closely with agency CMO and strategic leaders across US, EU, UK.
- Led customer experience and CRM strategy for Compare the Market during time of client transformation. Developed annual strategy, metrics, and CX approach across owned and earned digital marketing touchpoints as well as direct mail. Worked with client to create AI and CX orchestration strategy, joining back-end capabilities with front-end customer experience.
- Led customer experience and CRM strategy for Lloyds Banking Group, including leading high-priority customer journey development and product innovation projects. Work included prototype development, user testing, and interviews for financial services tools to serve multiple segments within Lloyds customer base and compete with popular fintech offerings.
- Additional client work included VW, Starbucks, and Pepsico (Quaker Oats, Doritos, Walkers).

THE MARKETING STORE, EUROPE

London, United Kingdom

Head of Experience

2018 – 2021

- Created, defined and lead CX practice in the UK office. Work spanned UK, Europe, U.S., Canada, MEA, and Australasia. Established agency IP, frameworks and ways of working in first 6 weeks that were quickly sold into the client/agency and continues to drive the agency's USP and new business.
- Led growth of experience clients from McDonald's UK only to several industry-leading brands such as O2 Priority, Reckitt Benckiser, Marks and Spencer, Vue Cinemas, and Adidas. Expanded McDonald's CX remit to include UK/ROI, US, Canada, and European markets (previously untapped by TMS customer experience work).
- Led transformation of McDonald's UK drive thru from print to a fully digital customer experience. Worked with client to test, implement, optimise CX and supporting personalisation algorithm across the pilot stores.
- Led creation of McDonald's "Customer Experience Playbook" that set the best practice, principles, and customer journeys across UK and US (Family). Included all digital and physical touchpoints and sales channels.
- Led CX for most successful McDonald's Monopoly promotion in UK history. Drove biggest ever day of sales by leveraging data, personalisation, quantitative analysis, and experience framework across the omnichannel experience.
- Created and implemented new programmatic, digital retail for McDonald's UK estate. The first campaign took less than a week from conception to launch and resulted in 2172% ROI and 9.5% total sales uplift for featured products across the UK and Ireland.
- **Recognition:** As a result of my work establishing the CX group, I was recognised as one of 10 "Emerging Leaders" in our parent company. I was enrolled in a two-year executive training program with participants who represent only 0.01% of HAVI employees (TMS's parent company) and are considered future C-suite level leaders.

Planning Partner

2017

- Lead experience and CRM planner on Westpac, Australia's largest bank and the agency's largest account. Led integrated brief development, customer journey/lifecycle development, customer touchpoint alignment, and strategic POVs for all campaigns.
- Strategic Planning lead on Executive Management team; developed thought leadership strategies, planning management best practice, as well as a new agency creative/data brief template; created bespoke tools, IP, and capabilities for TRACK to aid in internal alignment, agency differentiation, and new business development.
- Led new business and business development for five engagements over three weeks; contributed 70% of new business pipeline leads and engaged on 85% of those leads.

AT&T, INC.

Atlanta, United States

Sr. Manager – CRM and Customer Experience

2015 – 2017

- Led strategy, managed experience development and execution for 60+ digital campaigns in AT&T Entertainment Group.
 - Personal efforts resulted in \$1.2B increase in retained Customer Lifetime Value, \$238M increase in incremental revenue, and 475M customer touches in 18 months.
 - Managed \$18M personal marketing budget; briefed and managed agencies, managed cross-functional partners.
- Created and operationalised CRM strategy for launch of AT&T THANKS loyalty program and 75+ supporting offers.
 - Partnered with organisations like Major League Baseball, NBA, SEC/Pac-12 College Football, Usher, Sting, Live Nation, and Major League Soccer to communicate offers in 50+ local markets.
 - Touched 98M customers, created \$127M in retained CLV.
- Created and executed digital CX strategy to launch AT&T's Plenti loyalty program.
 - Experience resulted in membership growth from 0 to 8M, 175M+ customer touches, and \$200M+ in retained CLV in only 8 months.
- Turned around underperforming "12 Month Anniversary" program.
 - Resulted in 279% year-over-year increase in financial impact and 380% increase in churn reduction / retained customer lifetime value.
 - Touched 8.5M customers and generated \$74M in value.
- AT&T Service Excellence Award: Achieved by top .01% of AT&T's 250,000 employees for service excellence
- Founding Chairman, APT Innovations Employee Organization: Led cross-functional team in creation of innovation-focused employee group. Recruited and trained 300+ employees in innovation, design thinking, and customer-centric tools (user personas, customer journey map development).

Sr. Manager – Innovation

2012 – 2015

- Led strategy, creative development, and execution of all aspects of customer experience (CRM, email, content, social media, PR) for world's largest employee innovation crowdsourcing platform, TIP – The Innovation Pipeline.
 - Trained, led team of 3 in creation, testing and launch. Used A/B testing, regression, and site analytics to grow social media engagement 53%, site engagement 150% and conversion rate 21% in 10 months.
 - Led PR efforts, resulting in coverage in Fast Company, Wall Street Journal, Forbes, Fortune
- Created \$400M+ in revenue as internal Digital Innovation Consultant (most successful in program history).
 - Led 20+ new platform initiatives in 18 months including CRM, Mobile, Internet of Things, Apps, Retail and Digital Experience, Digital Display Advertising, and more.
 - Acted as "Mini CEO", collaborated with developers, agencies, execs, IT, operations, marketing, product
- Led dozens of C-suite "Shark Tank"-style pitches, resulted in \$20M+ in venture investment.

ENTREPRENEUR / PROFESSIONAL CLASSICAL VIOLINIST

2001-2012

- Founded digital entertainment production company; grew from solo operation to team of 8 and roster of 75+ musicians
- Founded, grew inner-city music program 120% in two months. Taught 100+ students violin in at-risk school
- Performed in 100's of professional orchestras and ensembles. Held leadership positions in ~95% of these engagements

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL

Atlanta, GA, United States

M.B.A., Focus in Brand Marketing, Consumer Psychology

2015

- Top-tier U.S. MBA program, ranked #11 by U.S. News & World Report (2023)

BRANDCENTER, VIRGINIA COMMONWEALTH UNIVERSITY

Richmond, VA, United States

M.S., Creative Brand Strategy (Advertising)

2013

- #1 ranked advertising program in the world. Named "World's Most Innovative Business School".

UNIVERSITY OF VIRGINIA

Charlottesville, VA, United States

B.A., Musicology

2008

- #1 ranked public university in the United States