

Chris Chard



Be bold, make it matter. Always be a champion of creativity and a force for positive change.

The ambition in everything that I do.

Recent Work Experience

2020 - Present

CSO / Strategy Director Freelance

Zag (March 2021 – June 2021)

Led the strategy offer for Zag. Clients included EE (brand and experience development) Moss Bros (business re-engineering including retail & e-commerce) and working on the venture portfolio.

Ogilvy Group / Qatar (August 2020 – March 2021)

Consultancy for the supreme council of Qatar for the 2022 FIFA world cup

Helped the agency win six out of eight pitches in six months

2016 –2020

Founder, Muhdo Health.

In a radical departure from a career in brand building and advertising, founded and built Muhdo a digital health technology platform powered by genetics, content and AI.

Muhdo has the potential to change our health world and is a pioneer in epigenetics. After a successful first round of funding Muhdo is focused and energised on empowering everybody with hyper personalised health advice at scale.

Muhdo has been an incredible learning experience - building a digital first company, experience design, personalisation at scale and pitching to investors are all very valuable and transferable skills that I believe make me a better and more capable strategist.

Muhdo was recently featured on the BBC's Click

<https://www.youtube.com/watch?v=848VePnM6WY&t=12s>

- 2014 - 2016
- Chief Strategy Officer, CP+B London.
Part of the team charged with the turn around of CP+B London.
- Clients: Milka, Turkish Airlines.
Pitched and won: Mini, Diageo, The Sun, Betstars, Genting Resorts.
- Within two years CP+B London reclaimed its rightful place as one of the most progressive and exciting agencies in London, attracting world-class talent, winning prestigious accounts, doing great work and a return to profit.
- 2012 - 2014
- Founding Partner. TheHouse Worldwide.
Launched and built a successful micro agency network The House Worldwide.
- Pitched and won Lenovo, Maserati, Levis, ghd, Argos.
- After an incredibly successful two years redefining the shape and operating model of the advertising industry TheHouse was purchased by CP+B.

Previously

- 2005 - 2007
- Global Chief Strategy Officer, Lowe Worldwide, New York.
Key clients: Unilever, Nokia, Imbev, J&J, GM
- 1998 - 2005
- Regional Head of Planning, Leo Burnett (EMEA), Paris
Key clients: P&G, Disney, McDonalds and Fiat

Awards

Along the way associated with major creative awards for Stella Artois, Unilever, Opel, Spa Waters, Medecins Sans Frontieres, Milk Marketing Board and Heinz.

Life

Populated by two young daughters, extensive travel, living and working in London, Frankfurt, Paris and New York, renovating a 17th century French farmhouse and currently building a 'grand design' on the Spanish coast.

Education

BA (Hons) Business & Marketing, University of Greenwich
The first business and marketing degree to be offered in the UK.
Member of the Chartered Institute of Marketing. MCIM

Languages

English (mother tongue), German (fluent), French (fluent), Spanish (bar level).
Truly terrible at spelling in any language.