



Simon Lamey - Strategist

IPA Effectiveness Trained | Yuno Juno Freelancer of the Year

"I've worked with lots of freelancers over the years, and I have to say that Simon is up there with the best of them."

– Caroline Lotinga, SVP, EMEA, MOI Global | 07979 857951 – simon@thebrainwheel.com

A highly experienced strategist, working on multi-channel campaigns for health, tech and purpose brands. An ex-qual researcher who also trains teams on Creative Effectiveness. My speciality is adding soul to a strategy, digging deeper than most for insight.

Freelance 2016 - [to date] – *Lead Strategist / Strategy Director*

April, 2024, SWC Partnership, Strategy Director

- Brand voice and messaging work for Novogenia DNA Testing Health. It involved setting up and running 2 brand workshops in Miro for their B2B and B2C audiences, creating a tone of voice and messaging matrix.

February to April 2024, MRM Global, Strategy Director

- Asked back to lead the 2024 brand campaign and musculoskeletal health innovation project from 2023, focusing on earned-1st, LinkedIn and content strategy to increase low awareness and engagement

February 2024, BBD Storm, Strategy Director

- Jumeirah Hotels & Majid Al Futtaim - extensive loyalty programme reviews, quantitative analysis and trend analysis for both brands to find white space and a provide strategic rationale for their next brand campaign

January 2024, WARC, Strategy Director

- Coca-Cola & Results Radio - creating seven training decks on creative effectiveness for short and long-term brand growth for Coca-Cola. Also, created a 45-minute presentation on how radio delivers growth and makes brands unforgettable

July-December 2023, MRM Global, Lead Strategist - 6 months

- Cigna Healthcare Innovation - led innovation strategy and subsequent \$120k innovation startup partnership to build a musculoskeletal technology, workshops and creative brief to raise awareness of the brand as an MSK thought-leader. Hired because of my expertise in muscle health & fitness
- Cigna Healthcare 203 Brand Campaign - Brand awareness, cross-channel social content planning and toolkit asset direction for Your New Growth Plan Digital Campaign for local markets launching in late 2024 on LinkedIn, email display, alongside LinkedIn Live event into preventative health
- Sanofi Health - lead strategist developing comms strategies, frameworks and creative briefs for Sanofi's allergy and nasal congestion global TVC and social campaigns, focusing on distinctive asset mnemonic creation and consumer journey messaging frameworks for use in local market toolkit
- Three Mobile B2B - whitepaper content planning for thought-leadership piece on how Three is helping search and rescue teams, farmers and emergency services to stay connected in remote locations
- McMillan Cash For Christmas - messaging matrix development with variants for testing in social and display to acquire new donors to give to charity over winter when they're typically donating to homeless charities
- P&O Cruises - Extensive Competitor review of competitor loyalty programmes, to reveal new strategic opportunities for its loyalty offer (and whether to merge programme with full CX proposition)

February - June 2023 Strategy Director, WARC Advisory & SWC Partnership 3 months

- WARC & Philips & Haleon - Strategic advisory, consultancy on media planning for scale-up brands and best practices on global-local activations
- Mutti - Pitch – led a client workshop, stakeholder & shopper interviews and store visits with a remote European pitch team pitch
- Promena e-procurement brand campaign strategy for a Turkish software brand, expanding into Europe
- SAE Engineering - brand marketing strategy playbook to launch in the European Market and a LinkedIn & programmatic campaign to drive sign-ups for SAE's upskilling courses on electrification in mobility

January 2023, Hybrid X, Strategy Director

- Leeds Trinity University - created 5 positionings for an education brand moving on from its catholic values

September 2022- January 2023, Ketchum, Strategy Director - 5 months

- Abbott - Lingo: I was the target persona, a 'Health Optimiser', and knew the customer and category intuitively. We pitched for a new glucose monitor launch in the UK. I led the strategy, wrote the brief and pitched with the creative, PR & social teams on 'listening to your body's hidden signals'.
- P&G skin-health brand social media pitch, landing an angle on understanding 'the science of skin'
- OVO Energy crisis comms leading Empathy Training playbook for all staff during the energy crisis

August-September 2022, Fall Off The Wall 2022 Strategy Director

Campaign strategy & a social toolkit Belmond Travel and Secret Escapes winter campaigns

September 2022, Essex Alcohol Addiction Recovery Foundation, Strategy Director

Created a full brand refresh: name, voice, logo, website redesign and tone of voice guidelines with designer

October 2021-August 2022 – AKQA, Content Strategy Director - 9 months

- HERE.Com - proudly delivered with UX team & designers a .com experience that matched the CEO's vision: thought-leadership content destination, a place for sales content & a marketplace for OEMs to purchase map data. I recommended a psychological content structure from problem to CTA & a human voice using simple, brief and Anglo-Saxon vocabulary to improve page retention.
- Bacardi - Consultancy role for strategy team on ESG Playbook for Bacardi.

October-November 2021 – WARC & Ogilvy, Strategy Director, Part-Time

Major insight piece for Ogilvy's brand purpose and impact industry report. I created challenging views on whether purpose impacts brands and ran CMO interviews with the world's leading brands for their insight.

July-September 2021 – Yoyo & Orbis Preventable Blindness Charity, Strategy Director, Part-Time

Rich customer insight phase led to a strategy for Brits to 'experience the fragility of sight', which we activated in paid and organic channels and email nurture.

April-September 2021 – BCW Global, Strategy Director, Part-Time

Ongoing pitch strategy and insight creation for Alibaba, Tate & Lyle Sugars, Unilever Wellness proposition Camelot development, and internal brand purpose thought-leadership piece.

July-Aug 2021 eBay Germany & WARC, Strategy Director, Part-Time

Repeated previous 2020 training on eBay's marketing team on campaign effectiveness trends to a new team

May-July 2021 Infinity Tech Group, Strategy Director, Part Time

Enabled clients to prioritise objectives and personas and articulate new brand purpose for the brand's expansion plans.

Jan-May 2021 – AKQA, Strategy Director - 5 months

- World Gold Council - I unlocked an emotionally dry category with an insight found by interviewing institutional investors: they loved spotting the hidden connections between asset classes and playing with them in their minds. This led to *The Golden Thread* & a brand campaign that still runs.
- Bacardi - a short research project on best practices for improving brands' eco creds.

Jan 2021 – Red Brick Road, Strategy Director.

Pitch support for Unidays Gen Z social media presentation - insight generation and social content framework.

December 2020- Identigen, Ireland B2B Agency, Social Strategy Director

Delivered a launch strategy framework for a new B2B agency that needed a go-to-market expert.

October-November 2020 - BCW Global, Strategy Director

Wrote the PR strategy pitch for RAK Tourism to persuade Brits to visit RAK and not Dubai.

June, 2020 - Catch A Fire, Strategy Director

Atkins - Simple Campaign Messaging House for major construction brand

April-May, 2020 - eBay & WARC Strategy Director

Fully trained Berlin team on creative effectiveness & insight best practices using research from WARC database.

February-March, 2020 – Yoyo Design - Strategy Director Yoyo Design

- RS Components digital strategy from top of funnel to bottom, leading internal and client workshops, creative brief and strategy formation.
- JPMorgan - relaunch strategy to help IFAs to persuade savers to become investors with video content.

January-August 2020 – Environmental Yacht Eco Services, Marketing Director, Part Time

Proud to create a full Go-To-Market Paid Social strategy and activation plan on Facebook, creating sales content, and campaign landing pages with email nurture for a new course on cleaning luxury yachts.

January 2020 - Apothem CBD Oil Startup, Strategy Director

In 2 days, I wrote a brand positioning on how to stand out against a 'category of cowboys' by rapidly distilling the market and interviewing power users of CBD to get the richest insight into the brand and competition.

September-January 2019-20, BCW Global, Lead PR & Social Strategist - 5 months

Vype, Santander, UPS, Lloyds Banking Group and Huawei.

- UPS - landed the idea for 'The Handover' as the way-in for how to reconnect with dissatisfied customers
- Lloyds Banking Group - found an emotive angle to connect a bank to saving trees, by creating a strategy around creating storytelling moments amongst England's woodlands

April-August 2019, Ogilvy Social Labs, Lead Social Strategist – 5 months

Highly complex multi-channel, cross-market brief for Vype vaping product. I greatly simplified an activation strategy from an ATL idea on social and influencer platforms, using 5 audience passion points, an activation map, a content calendar, and a playbook for local markets.

October-March 2019 – Strategy Director, Yoyo Digital - 5 months

University of Southampton, JP Morgan, Marie Curie, The Brooke, Shelter and Christian Aid

- University of Southampton - re-hired to create version 2 of a digital campaign, completing the full end-to-end journey without any new consumer insight, and using a simple digital ecosystem framework
- JP Morgan - Gave JP Morgan fresh insight into how to prioritise personas mapping them by commercial value and marketing objective and content & channel preferences

May-September 2019 – Lead Strategist, 2018 Freeman XP - 5 months

Pitches for Playstation, Twitch (won), Vodafone (won), Visa, Autodesk (won) and Qualcomm.

Twitchcon - Nominated in The Drum, I led gamer interviews and I found that 'everyone wants to be a creator' at TwitchCon - which unlocked our creative idea and led to enormous success.

February-April 2018 – Strategy Director, Yoyo Design - 3 months

Won a Gold Case Circle Award. Led the brand's most successful campaign with 16,000+ engagements, 381%+ in email CTR, and 400 uploads, creating the full strategy, from insights to digital activation plan.

January 2018 – Pulse, Lead Content Strategist

Cross-account senior strategist support on B2B tech clients: Dropbox, Panduit & HP Printers. Designed digital journey maps, keyword & prediction analysis, integrated campaign planning and creative briefing.

November-December 2017 – The Team, Strategy Director

Avanade, Christian Aid, Gas Safe, Paragon Healthcare, RBS

Gas Safe - hired for my qual research background to run UK-wide focus groups and depth interviews for an upcoming integrated campaign. Gave critical creative direction on the most impactful lead message, and why.

October 2017 – Pulse, Senior Content Strategist

Oracle: Pitch win resulting from my insights into their hard-to-understand C-Suite audience. The insight phase led to the original idea of an online closed-door C-Suite community with access to rare industry insights.

September 2017 – Ogilvy Social Labs Senior Social Strategist

Hired to bring senior and fresh strategic perspective on under-pressure strategy team for Coca-Cola Teens audience on Instagram, Snapchat, Facebook and YouTube to greatly simplify a complicated strategy.

May-August 2017 – Lead Strategist (Various short briefs)

- Citizen PR - Clarence Court Eggs Brand Positioning - I led an insight phase & brand positioning workshop, identifying whitespace and positioning for a brand under threat from imitation brands
- FreemanXP - hired to bring my blend of insight, digital & integrated skills to Isuzu, Skoda, Fast & Furious Live & Jaguar Land Rover pitches
- WARC - wrote a report for Cannes Lions for WARC on how to refresh a stale brand

January-April 2017, MOI Global, Lead Digital Strategist - 6 months

Oracle: Asked back to add B2C simplicity to Oracle's complex Mid-Market & Enterprise purchase content experience, and created a simple search tool based on Farell's 24 hours of happy. Also, wrote two pitch-winning strategies for AI contact centre brands Genesys & Nice Systems because of my ABM plan to sell to high-value accounts.

October- December 2016, FreemanXP, Senior Strategist - 3 months

Hired to give a missing digital perspective to the agency's responses on Vodafone B2C UK, Wipro and Tableau software. Resulted in 3/3 pitch wins

July-September 2016 - MOI Global, Lead Digital Strategist - 3 months

Major impact running a complex B2B global digital content strategy for Sage HR & Payroll software. I ran extensive desk and stakeholder consultations to understand complicated HR audiences. Developed content nurture journey for audience segments for 10 markets and got sign-off from global & local market leads.

July 2016 - FreemanXP, Senior Strategist

A 10-day project supporting Vodafone brand experience strategy, running the insight phase for Vodafone's Halloween 2016, doing online research & Gen Z interviews on how social media is used with live experiences.

June 2016 - Senior Digital Strategist at Citizen Relations PR

Lead social strategist for launching a charity app. With no in-house strategist, I built a full strategy solo including category, competitor, customer & company audit & influencer identification, customer interviews strategy & activation planning, content calendar creation using insight tools (GWI, WARC, Crimson Hexagon).

Permanent 2005 – 2016

– Account Manager, Qualitative Researcher, Strategist, Senior Strategist

2014 -2016 Southpaw - Senior Strategist

TaylorMade, Honda Motorcycles & Cars Europe, Suzuki, SAB Miller, Sharp, Gallo, Dunkin' Donuts, Honda Cars.

- **Honda Motorcycles:** a major brand refresh where I found the insight to hero the biker, not just the bike (unlike competitors). The bike sold out before launch day!
- **TaylorMade Adidas:** major impact helping to modernise a conservative brand, where I created a strategic content platform for the emerging trend of the 'new breed' of young golfer.

2012 - Red Ant Digital - Strategist > Senior Strategist

Winsor & Newton fine art paints. Walker Greenbank Interior Design. Police Fashion. Fat Face.

Hired for unique insight & strategy background. For Fat Face, added films of the consumer into the pitch, created a strategic platform and went down to the last two. Using filmed shopper vox pops within a strategy for Winsor & Newton, I delivered 'the best presentation' the client had seen.

2011 - GP Johnson Brand Experience - Strategist on Vodafone B2B[FTC]

First strategy role, hired for insight background and ran the Vodafone B2B stakeholder insight phase and planning, scoring and mapping their entire event matrix vs. objectives. Wrote simple strategy for GSMA's &

Vodafone's 'Internet of Things' experience at Mobile World Congress, for a complex brief housing multiple partner brands and propositions under one roof.

2010 -2011 Truth Consulting & The Nursery - Research Manager [FTC]

Brief managing product proposition research projects for Lloyds, HSBC, Ribena and Lucozade before moving to qualitative research, managing end-to-end research projects. One of the first researchers to run an online youth panel.

2007- 2010 - Wardle McLean Strategic Research Agency - Senior Researcher

Began my strategic journey in qualitative communications for Lloyds Bank, Central Office For Information, RBS, Kellogg's, Kinder, Jack Daniels, The Green Alliance. Green Alliance - 1st agency researcher to film ethnographic interviews for green behaviour change insights. For Jack Daniels, I added a new filming offer to on-trade research, understanding reactions to Jack Daniel's Birthday Activations via depth interviews and focus groups.

2005-2007 - Saatchi & Saatchi - Account Manager

Lafarge Cement, Cosgrave, VisitBritain, Crock Pot and Saint Gobain.

Part of Saatchi X and Team Saatchi, wrote creative briefs in the absence of a planner, and managed the creative process to production, where the love for strategy began.