

SUSANNAH LJ CHADWICK

Summary

- Strategy and Insights Specialist with 15+ years global experience. Have worked across multiple geographic regions.
- Brand, Creative and CX strategy lead on fully collaborative omnichannel teams (comms, commerce, social, design, media, PR).
- Experience gained across large global Ad agencies / Client side / Specialist digital and shopper agencies / Research agencies.
- Led strategy for brands and organizations such as Unilever, GSK, Reckitt Benckiser, HSBC, McDonalds, Redbull, Ford.

Experience

Oct 18 - Sept 20

Strategy Director

WPP Singapore

Strategy & Insight Director – WPP @ Unilever

Led a team on the global Unilever business. Part of the WPP at Unilever leadership team.

Global Strategy Director – WPP Team Beacon for GSK Global

Led strategy on a global brand positioning for Panadol.
Led strategy for the launch of a new health & wellness brand (Panacare).

Strategy Director – Wunderman Thompson, HSBC

Led strategy on HSBC Wealth & Retail.

Oct 17 - May 18

Global Senior Planner – Reckitt Benckiser (Freelance)

Saatchi & Saatchi Singapore

Global brand repositioning for Enfa. Led strategy for South East Asia.

Sept 11 - Aug 12

Strategy Director – Unilever

Sapient Nitro Singapore

Paddlepop Asia roll out and gaming strategy.

Dec 07 - Oct 09	Global Senior Planner - Johnson & Johnson, Unilever Lowe London/Rivet Led Strategy for Johnson & Johnson and Electrolux globally. New business responsibilities for shopper marketing.
May 05 - Feb 07	Global Brand Planner Unilever - Domestos and Cif Lowe London Led strategy for Domestos & Cif globally, including major new product launches and brand re-launch.
May 04 - April 05	Communications Planner - AA Road and Which? Rapier London Brand response planning and new business responsibilities. Integrated planning on AA Road and Which?
Dec.01 - April 04	Strategic Planner - Ford of Europe Ogilvy & Mather London 360 degrees strategic planning on the Ford Focus brand and the Ford primary brand.
Oct.00 - Dec.01	Research Executive - Cisco, IBM, Network Solutions, AMD Banner Corporation Plc London Ad hoc qualitative and quantitative projects. Tracking studies and copy tests. Creative development and positioning research.

Education

Jan.00 - Apr.00	Sorbonne University, Paris	French History & Art
Oct.96 - Jun.99	Sussex University, Brighton	BA (Hons) Psychology
Jul.95 - Sept.95	Shida University, Taipei	Mandarin

Other

Languages: French