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Profile Summary

Marketing strategist and leader with a track record of delivering exceptional sales growth across a variety of sectors. As a clear, strategic and analytical thinker, I take a data-driven approach to develop marketing strategies and improving marketing ROI, putting customer insight at the heart of the process. I bring structure where it's needed. I create clarity, focus and simplicity, because I believe all three are needed to achieve sustainable results. I enjoy working with leadership teams to take on ambitious plans and build engaged, high performing teams.

Specialities - Customer Insight, Brand planning, Marketing strategy, Data Analytics, CRM Strategy, Digital Performance Marketing, Leadership, Organisation & Culture Change.

Key Career Achievements

- Doubled the annual sales turnover of consumer goods brand in less than 2 years, including 4x growth in North America, while keeping marketing spend below 5% of sales
- Delivered a successful 2020 product launch, generating 20m+ social media engagements and securing 10k+ pre-orders in the first week with zero advertising spend
- Founded and grew a management consultancy to £1million turnover within 4 years, working with over 50 blue chip clients and nominated for UK & EU Consultancy of the Year
- Led a customer segmentation programme for a global leisure brand, delivering £8m of incremental sales in less than 6 months and winning multiple marketing/CX industry awards
- Developed industry leading customer acquisition, engagement & retention programmes for Premier League football club, delivering £1.4m in incremental revenue
- Defined brand strategy for the UK's no.1 retirement property developer to enable stretch into new product categories, resulting in 3 new products with £60m incremental sales potential
- Reduced McCarthy & Stone's Cost Per Acquisition by 200% through establishing best practice marketing planning, measurement and budget optimisation

Strengths & Competencies

- Extensive experience of marketing strategy and planning for B2C and B2B brands
- Data-led and results-driven with a strong orientation towards putting the customer first
- Deep experience in using customer insight to drive commercial strategy and growth
- Ambition and drive; known for moving at pace, setting progressive goals and achieving them
- Able to 'think and do', happy rolling my sleeves up while always seeing the bigger picture
- Highly effective people leader, passionate about building motivated and performing teams

Career History Summary

Company	Role	Dates
Gozney	Global Marketing Director	April 2019 - Present
Southampton FC	Head of CRM, Data & Analytics	Feb 2018 – Apr 2019
Dragonfish	Founder/MD and Lead Consultant	Apr 2014 – Feb 2018
McCarthy & Stone	Head of Brand & Insight	Mar 2012 – Apr 2014
Five by Five	Senior Marketing Strategist	Jul 2010 – Mar 2012
RT Media	Account Executive	Sep 2009 – Jul 2010
IPSOS Mori	Graduate Research Executive	Sept 2008 – Sept 2009

Key Experience

Global Marketing Director, Gozney.

April 2019 - Present. Dorset, UK.

Gozney designs and manufactures premium wood-fired ovens that change the way people cook outdoors, used in homes and restaurants all over the world. As a Board Director, I was responsible for marketing and commercial strategy, day-to-day sales and marketing operations, budget and team management, international expansion and customer experience.

Key achievements:

- Defined a 3 year commercial strategy following extensive market and consumer research, including a strategic focus on North America as the no.1 growth opportunity
- Grew overall sales by 100% in two years, including 4x growth in North America, while keeping marketing spend below 5% of sales
- Re-designed and re-built [Gozney.com](#) improving ecommerce conversion rates by ~50%
- Acquired 50+ premium retail partners including Harrods, Lakeland and William Sonoma
- Planned and delivered a Crowdfunding marketing campaign, raising £1.7m in two weeks
- Introduced best practice marketing measurement, KPIs and digital performance reporting, creating major savings and ROI improvements
- Defined and rolled out new brand positioning, values, visual identity and key messaging to differentiate vs competition and grow market share
- Delivered a successful global product launch ([The Dome](#)), generating 20m+ social media engagements and securing 10k+ pre-orders in the first week with zero advertising spend
- Delivered record Black Friday campaign results, 6x previous year in terms of unit sales
- Successfully managed the transition to full remote working in 2020, with new ways of working and a daily cadence that improved productivity, team alignment and performance

Head of CRM, Data & Analytics, Southampton Football Club.

Feb 2018 - April 2019. Southampton, UK.

Helping Premier League football club Southampton FC to realise their ambitions off the pitch through enabling cross functional sales and marketing teams to leverage data and customer insight in ways that fuel growth. Heading up 3 teams on the commercial side of the business - CRM, Research & Insight, and Supporter Experience.

Key achievements:

- Delivered £1.4m incremental sales across ticketing, membership & retail through launching industry leading customer acquisition, engagement & retention programmes
- Led strategy and insight on pitches to win and retain a number of high profile sponsors - including Virgin Media, Under Armour, Utilita & Etoro
- Defined and launched a real-time matchday experience tracker and embedded cycles of improvement to drive customer satisfaction and optimise matchday revenues
- Developed and oversaw successful delivery of multi-channel Season Ticket & Membership campaign for 18/19 season, exceeding all acquisition and retention targets
- Defined a robust marketing KPI framework to align team priorities & quantify marketing ROI
- Won 2018 'Dottie' Award for 'Most Creative Use of Data in CRM'

Founder/MD & Lead Consultant, Dragonfish.

April 2014 - Feb 2018. Southampton, UK.

Founded and grew an award-winning consultancy, working with Marketing, HR and CX leaders to unlock people, brand and customer growth. *Clients included* - Fitness First, O2, Karen Millen, Cunard, Carnival UK, The National Trust, Prudential, Itsu, Whittard of Chelsea, Enterprise Inns, Care UK, Lastminute Group, Welcome Break, GBK, Go Ahead Plc, Energie Group, SunLife and Superdrug.

Key achievements:

- Grew the business from £0 to £1m turnover in 4 years, winning 50+ new blue chip clients
- Built and shaped a unique, credible, and high performing consulting team of 15
- Created an events programme that became industry recognised and fully booked
- Led a multi-award winning customer segmentation programme for Fitness First, delivering £8m incremental sales and differentiating the FF brand in a cluttered marketplace
 - Consultancy of the Year, UK & European EE Awards 2018 - Highly Commended
 - UK & European EE Awards 2018 Winner - Best in Customer Engagement
 - 3x Winner @ UKCX Awards 2016/17 - Transforming Customer Experiences

Head of Brand & Insight, McCarthy & Stone.

March 2012 - April 2014. Bournemouth, UK.

Hired to build a Group Marketing function, enhance marketing performance through making the organisation more customer-centric, and future proof the product portfolio. Responsible for research & insight, NPD, marketing strategy, advertising, CRM, brand management, PR, customer data analysis and performance reporting.

Key achievements:

- Repositioned the brand to stretch into new product categories
- Led an NPD programme resulting in 3 new products with £60m incremental sales potential
- Reduced Cost Per Lead by 200% through establishing best practice marketing measurement
- Developed and embedded a market and customer segmentation using qual/quant research
- Established a continuous brand tracker study with quarterly debriefs to CEO level
- Developed and rolled out customer demand led approaches to location planning and pricing
- Appointed to the Group Investment Committee, responsible for reviewing and authorising the progression of assets through the development cycle

Senior Strategist, Five by Five Global.

April 2010 - March 2012 . Southampton, UK.

Lead Marketing Strategist & Planner for Sony, Sega Europe, Activision, UKTV, Denplan, The National Trust, Banana Republic, WKD, and Garmin. Developing integrated, digital and social media campaigns to meet our client's brand & marketing objectives.

Key achievements:

- Led the strategy for successful product launches for Sega, Denplan, Sony and Garmin
- Lead strategist for all UKTV channel and title launches (Suits, Dynamo: Magician Impossible, Alcatraz and Body of Proof) during a year they achieved record breaking viewing figures
- Grew 'paid for strategy work' from 5% to 15% of the agency's annual revenue in 2 years

Qualifications

- Masters with Distinction, Marketing, University of Exeter
- 1st Class (BSc) Degree, Exercise & Sport Sciences, University of Exeter
- 4 x A Levels and 11 x GCSEs, Bournemouth Grammar School

Recommendation

"I don't usually make recommendations like this one, but I wanted to do so for Rich Webley since he is one of the smartest marketers I have ever worked with. Rich is especially adept at

unearthing genuinely unique customer insights and developing those into very commercial propositions. I would have absolutely no hesitation in employing Rich myself, if I had a suitable vacancy for him. Sadly I don't, but if you have ambitions to evolve your brand, customer or marketing strategy, I'd recommend him with ease."

Ali Crossley - Former COO at Saga, now Managing Director at Legal & General.

Further references available on request.