

Matthew Knight

Independent Strategy Partner

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**I'm an award winning integrated strategist,
with a background in product, digital, comms and
innovation, always delivering future facing work.**

I've built businesses from the ground up, launched and led strategy and innovation teams, and worked with some of the worlds most innovative businesses.

But I always come back to doing what I love most – strategic direction with innovation at its heart.

EXPERIENCE

2018–Today – Independent Strategist
2017–Today – Chief Freelance Officer, Leapers
2012–2017 – Head of Innovation + Strategy, Carat UK
2010–2012 – Technical Creative Director, Hyper/Naked
2009–2009 – Technical Creative Director, W+K London
2008–2009 – Interim Head of Digital, Endemol London
2001–2008 – Founder/CTO, de-construct London
1999–2001 – Senior Developer, deepend London

RECENT CLIENTS

	Interim Communications Strategy Lead Brand Strategy Franchise Strategy	Morgan Stanley	Customer Journey Analysis Customer Experience Strategy
	Marketing Innovation Sprints		Category Innovation Sprints
	Brand Positioning Comms Strategy		Product Innovation Comms Strategy
	Brand Positioning Marketing Enablement		Marketing Futures
	Product Concepting and Brand Strategy		Strategy Capability Development

BEYOND THE BRIEFS



I founded and run the award winning mental health community **Leapers** – which has supported ove 100,000 people in its five years.



I designed and developed **Manual of Me**, a platform to help people explore and explain how they work better together, which is in used in over 1000 organisations, including LinkedIn, Deloitte, and the UK Government.



I'm a single parent of two daughters, I'm a huge coffee nerd, and am learning Swedish.

WHAT THEY SAY ABOUT ME

"Matthew's **natural curiosity** means he is able to come up with **ideas that genuinely refresh** the way that businesses can build relationships with their customers in a way that is **better for everyone**."

"I know Matthew's secret – he **lives two years in the future**"

"I've never met a person quite as **broad and sharp** in his Marketing competence – supportive of everything from strategic directional projects to actual prototyping and process planning."

"Above all else, he **sees the world through multiple lenses** always ready to push and pull at a challenge in order to get to a solid solution."