

Introduction//

Accomplished business leader & Senior Brand Strategy Director with over two decades of global business strategy experience.

Future gazer. Thinker. Tastemaker. Polymath. Storyteller. Wordsmith. Creative. Collaborator. Problem solver. Innovator. Human behaviour geek. Growth queen.

Started life in-house transforming and reinventing household name brands: unpicking and fixing complex business and brand problems, leading growth-driving strategic initiatives. A decade later making the leap into consulting. A Strategic Advisor, as comfortably leading global FTSE 100 companies on business and brand transformation strategies, as supporting start-ups to deliver growth.

Breadth of strategy experience: market & trends research, applied strategic foresight, insights & opportunity analysis, and thought leadership. Brand strategy: purpose, proposition, positioning, brand architecture, brand DNA. Innovation & NPD. Creative strategy: concepting, big idea, manifesto, naming, visual and verbal ID: inc. tone of voice, messaging + copywriting. Experience design & environments. Integrated campaign planning, brand implementation, governance - and more...

Driven by curiosity and a passion for intellectual challenges, crafting creative solutions and uncovering opportunities. Applies rigour in seeking out nuggets of insight to enrich powerful propositions, positionings and meaningful storytelling. Linguist (fluent in French and Spanish).

B2C & B2B. Key sectors: Retail, Consumer Tech, Telecommunications, CPG & FMCG (inc Food & drink), Beauty, Wellbeing & Healthcare, Luxury, Lifestyle & Fashion, Travel & Hospitality and Tobacco.

Professional progression//

My experience can be segmented into 3 areas:

1. **Strategic Consultancy Projects:** 2006-present (business strategy, brand strategy, innovation, creative strategy, copywriting, marketing strategy)
2. **Hybrid agency management roles:** 2007-2017 long term & interim freelance projects (strategy lead, P&L management, business planning, stakeholder & team management)
3. **In House:** 1999-2006 (brand creation, brand transformation, innovation, strategic initiatives lead, creative strategy, campaigns & management)

Interim & Consultancy // Aug 2006 – Present

Senior Strategy Director // Strategy Lead // Consultant | various clients

Key projects:

Consumer: Booze, Food & Drink, Wellbeing: Brand Transformation & Brand Experience (2022)



Cadburys – Brand experience strategy. Johnnie Walker Blue Label – Creative strategy & brand experience ideation. My Protein: Repositioning/ brand DNA/ portfolio architecture. Müller – Category analysis + futures forecasting.

Consumer: Booze + tobacco alternatives: Brand Creation & Transformation (2022)

Pearlfisher.

Creative platforms booze. + Futures forecasting, category analysis & brand strategy for repositioning & brand DNA, vape category RELX..

Corporate B2B: Brand Strategy Consultancy Grey Consulting (2021)



Strategy Lead Sportradar: Research, Stakeholder interviews, workshop design & facilitation, brand positioning & proposition.

Consumer tech, tobacco alternatives: Brand Transformation & Comms FutureBrand (2020-2021)



PMI Strategy Lead IQOS: Consumer research/insights, brand architecture and portfolio strategy, Brand DNA, creative strategy, VIS ID and brand world development, Verbal strategy (tone of voice, messaging, naming, brand storytelling & copywriting: concepts, manifestos, portfolio and product narratives. Value proposition, concepting and testing (both product innovation and launch campaigns). Sustainability VIS ID and tone of voice. Brand guidelines & brand book content. Global Limited Edition Strategy & product innovation & ideation. Brand guardianship. Employee engagement. Delivery of significant organic growth.

Tech, Luxury, Wellbeing: Brand Strategy & Comms Consultancy Multiple Clients (2019-20)

Research, brand positioning, brand proposition, copywriting, comms planning, CRM, digital / AR.

Luxury, Tech, FMCG & Tobacco: Brand Strategy Consultancy StormBrands (2018)



Brand Strategy (trends & market analysis, applied strategic foresight, consumer profiling /insights, workshop design/ facilitation, portfolio strategy, proposition development, repositioning + brand DNA). Creative & design strategy (inc. concepting, art direction, design codes for VIS ID, packaging & campaign). Verbal strategy (tone of voice, messaging, copywriting, naming, brand storytelling). Global brand communications planning. Thought leadership. Development of strategic tools & frameworks. **JTI (Sobranie, Benson & Hedges, American Spirit), Air Partner, Nominet + New Biz** (inc creds, case studies & pitching). Appointed as Global Strategic Lead Agency for B&H following highly successful brand strategy, visual and verbal identity transformation.

FMCG, Food & Drink: Brand Strategy Consultancy Multiple Agencies (2016-17)

Research, NPd, positioning, naming, design strategy for packaging, comms + digital.

Health, Telco, Luxury & Charity: Brand Strategy Landor Associates (2016)



Elekta: Brand strategy (In depth global market research & profiling /insights, value proposition development (inc. bespoke framework, workshoping), verbal strategy, messaging, product naming. **Veon** (VimpelCom): Brand strategy (repositioning, naming, brand identity development). **One & Only Hotels:** brand positioning. **Cancer Research UK** pitch.

Telco, Tech, Retail & TV: Brand Strategy Consultancy Interbrand (2015-16)



Merger of **Türk Telekom**, the largest telecommunications group in Turkey. Market & competitor analysis and benchmarking, brand strategy/ positioning, sub-brand architecture, nomenclature, migration strategy, visual identity system & asset development, brand guidelines, brand world toolkit, retail environment and design strategy (including digital /new global website + packaging). Responsible for additional agency revenue generation of c.£500K in first 3 months. **Tivibu** (TV Network) Vis ID & asset development. **Huawei**, qual consumer interviews (global brand strength study) & **Homebase** Pitch.

Food Retail & Tobacco: Brand Strategy, Applied Neuroscience (2015)

DesignBridge

Brand & communications strategy & research for Global Food Retail/ QSR client [KFC]. Customer journey planning + design strategy inc. Neuroscience & Behavioural Economics to inform design principles (digital focus), workshop). Innovation / NPd: strategy + naming [tobacco].

Luxury Fitness: Brand, Marketing, PR & Commercial Strategy (2014-15)

Heartcore Fitness & Blue Cow Yoga. Brand transformation, Comms + experience design.



Luxury Beauty: Brand Strategy, Identity, Innovation, NPDP (2013- ongoing)

Strategic Advisor, consultancy. 320MHz I Plant Me Botanics. Bio-energetic skincare - luxury ultra clean beauty. D2C and Retail. Strategy, Guidance to founder. Brand development, Innovation / NPDP, design strategy for packaging & copy-writing.



Social Conscience Fashion: Brand, Design & Marketing Strategy (2014)

Beauty, Fragrance & Retail: Brand, Marketing Strategy, NPDP (2013-14)



Luxury Bespoke Fashion: Brand & Marketing Strategy Deborah Brand (2013-14)



Retail: Connected Experience Design, Landor Associates (2012)

Virgin Media concept store pitch.

Fashion | Retail Market Entry Strategy: Management Consultancy Diamon (2012-13)

Market entry analysis, brand fit audit and qual research (leading focus groups), go-to-market planning.

Boutique Luxury Fashion: Omni-channel Strategy Di Guardo Boutique (2011)

Healthcare: Behaviour Change & Marketing Strategy

Kids Industries Ltd (2007-2008) Strategic & Creative Consultancy.

Led award-winning **Lifebuoy soap** regional Unilever project in Africa. **Aquafresh** for GSK.



Fashion Retail: Brand Marketing & Commercial Strategy

Brand Strategy Consultant (and acting Head of PR & Marketing), JOY & HOB (2006)

Brand definition + creation of Brand Book, retail experience design, local marketing activation, design department and establish new team etc.



Hybrid Agency Management | Client Service // Strategy Lead roles 2007-2017

FMCG Food & Wine: Research, Brand & Integrated Comms

Managing Director, Sopexa UK & Ireland, 2016-2017



- As MD and country manager of the UK of a small agency I wore many hats. Led business planning & development strategy, management of P&L & cross-functional team of 12. Strategy lead, new biz lead, client services lead, HR... etc
- Brand relaunch: Developed brand experience concept for first ever VR champagne tasting for NF
- Led strategy for complex multi-country EU campaigns and pitches.

Retail FMCG: Retail Experience & Shopper Strategy [Tesco & FMCG]

Client Services Director and Strategy Lead, Leo Burnett, 2013 (maternity cover)

Retail/ FMCG Live Brand Experience, Experiential and Shopper marketing for leading FMCG brands, Tesco own-brand, Tesco retail and Blinkbox



- Led business planning & development strategy, management of P&L & cross-functional team of 30+ (largest business unit in Leo Burnett)
- Strategic projects inc: new proposition/ service development, retail experience design and touchpoint planning. New biz highlights: Won Blinkbox business for new retail SiS design (without pitch) & development of new Heineken relationship.

Retail Telco: Experience Design, Retail Strategy & Integrated Comms

Client Services Director & Retail Strategy Lead, BD Network (2011-2012)



FMCGI Food & Drink: Marketing Strategy & Brand Creation

Client Director & Shopper Strategy Lead G2, 2011 (freelance)



- *Pringles Global: led shopper BAL. Path-to-purchase planning & developed multi-discipline concepts & campaign for product innovation launch: brand idea, product naming, TV, digital, & retail activation.*
- *Led the development of the P&G Global Olympics Activation strategy and concepts for global shopper toolkit [incremental to scope]*
- *Coke Shopper Marketing: Shopper strategy and execution. Having formed a strong strategic advisory relationship, my senior client recommended G2 for the European roster, resulting in appointment to the NWEN [European] roster (after only 4 months). Commissioned by Coke to research & present 'global best practice case studies in retail activation for grocery'.*



FMCG I Food & Drink: 360° Brand Comms Strategy UK + global digital

Business Unit Director & Strategy Lead, BSTREET London 2011 (freelance)

Russian Standard Vodka repositioning as a premium vodka – 'Vodka as it should be'

- *Led the planning & strategic development, analysis of primary research extracting consumer insight, translation into an actionable brand plan.*
- *Shopper marketing strategy: 360° path-to-purchase planning & touch-point mapping and integrated campaign planning [brand storytelling, content strategy & creation]*
- *Digital & community engagement: CRM, members website & RSV.com content, social media, PR, On/ Off trade marketing (inc. grocers). Events: experiential activity & large-scale consumer facing brand events [music & fashion]*
- *Press, advertorials, development of RSV loyalty programme & design + negotiation of strategic brand partnership with Ted Baker*
- *Plus creative ideation across Nutella & Kinder brands*



Retail Consumer Tech: Retail Strategy & 360° Comms

Strategy lead & Business Unit Director, Karmarama [previously Crayon], 2010

Ran a separate marketing agency within the group 'Crayon Retail': P&L Management, team of 25. Strategic advisor for retail team, CMO & directors, integrated campaign planning & creative delivery for all UK Sony retail (omni-channel) communications including product launches. Creative process redesign / optimisation for Sony and internally. Strategic advisor to Sony Retail Director on development of 'the future of Sony retail' & new retail proposition.

Retail Telco & Tech: Proposition Design, Retail Innovation & Comms

Retail Strategy lead & Business Director, FCB Inferno, 2009 (freelance)

Led cross-functional Nokia teams, both senior client working groups & agency teams, in the development of the new global proposition & retail concept 'personalisation' [shop in shop and owned retail].



Retail Telco & Consumer Electronics: Retail & Integrated Comms Strategy

Business Unit Director & Strategy Lead, The Marketing Store Worldwide, (2008-2009)

Vodafone, Sony, Nintendo.

- *Thought leadership, consumer research (inc. journey optimisation) & insight mining*
- *Led ongoing 360° integrated campaign planning & brand repositioning work for retail*
- *Led development of ongoing retail service propositions & service design*
- *Led retail digital development strategy inc. omni-channel alignment strategy*
- *Management: Grew account from £1.2m to £2.5m in year one. Cross-functional team of 28, senior stakeholder relationships & procurement. Process redesign across both agency and Vodafone.*



Luxury, Beauty, Fragrance & Health: Brand & Retail

Senior Account Director & Strategy Lead, Coutts Creative (2007 maternity cover)

- *Global Brand Management for J&J portfolio, inc. global shopper toolkits & style guides + redeveloped global brand management process and asset management system*
- *Branding, Futures retail environments design & retail strategy 'The Future of the Health & Beauty Retail in Grocery', category management, shopper marketing and in-store innovation [key clients L'Oréal, J&J, Bayer, St-Tropez & James Brown Hair Care]*



- Luxury Hair Salon concept [brand/ retail design for L'Oréal Prestige] & design of future vision for the Health & Beauty Category for leading grocers [for L'Oréal]

In house roles // 1999-2006:

Retail Beauty & Health: Brand strategy, 360°Comms, Retail Innovation

Superdrug 

Brand & Communications Manager, Superdrug plc (2003-06)

- Department Head. Led brand transformation strategy inc. repositioning & identity development inc. store refresh programme (700+ stores). Pharmacy & Fragrance – developed and rolled out new visual identity.
- Award winning retail innovation (category management, vision, visual merchandising & digital solutions).
- Led retail strategy, brand calendar planning, comms strategy & FMCG brand activation programmes & retail experience innovation & concept testing. Plus extensive copywriting.

Retail DIY & home styling: Brand Transformation & Retail Strategy

Internal consultant / Strategic Initiatives Project Lead, B&Q plc, (2001-2003)

Strategy & creative lead transformation projects: Corporate rebrand, multi-channel comms, in-store marketing & merchandising strategy. Strategy, concepting, art direction + copywriting. Overseeing / art direction of photo-shoots. Internal comms / governance / implementation compliance: Digital Strategy: UX, design and content creation/ copywriting of Marketing Services department intranet. Employee engagement event planning.



Product Innovation B2B & B2C: Brand Strategy, Innovation / NPD, PR & Marketing

Marketing & PR Executive / Manager, Nickel Ltd, France, (1999-2001)

NPD / Product innovation, brand development (corporate & product), naming, marketing & PR, digital strategy and content. Concepting for trade advertising campaign. Copywriting.

Professional qualifications // Education //

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| 2013 | Agency Management: Negotiation & profitability course |
| 2010 | IDM: Digital Marketing intensive course |
| 2006-2010 | Various High-Performance Leadership & Advanced Influencing Skills courses |
| 1995 - 1999 | BA (Hons) Modern Languages/ French & Spanish – Business University of Coventry, UK |

Passions //

"The cure for boredom is curiosity. There is no cure for curiosity"

DOROTHY PARKER

Luxury Maven and bon viveur. A healthy hedonist. Ambivert. Sipping an exquisite cocktail in an opulent hotel bar appeals as much as time deep in nature. Rather food obsessed – Gourmand and accomplished cook. Lifelong curiosities include: Wellness / wellbeing, mindful living & personal transformation: inc. Qi gong, Yoga, Nutrition, Meditation. Certified energy healer. Keen writer. Other interests span the breadth of Arts & Sciences: Metaphysics, Astrology, Psychology, Neuroscience, Fashion, Theatre, Painting, Travel, Film. Exploring on my bicycle. I am multi-lingual fluent in French and Spanish (degree).

Professional passions: Applying my skills to make a positive imprint on the world and global communities: improving wellbeing and design, working to support companies who strive for positive impact.