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**Summary**

I make meaning out of mess.

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**Experience**

Associate Strategy Director | 10/2018 to 7/2020

**McCann Central - Birmingham, UK**

Led planning on winning pitches for HSBC Retail, Panini, Old Jamaica, Comic Relief, Vaillant

Managed and mentored juniors in planning and media.

Strategy lead on Stanley Black & Decker EMEA, VAX appliances.

Planning Director | 07/2015 to 06/2018

**J Walter Thompson - London**

Led planning on winning pitch for The Macallan's global luxury Scotch business ("the planning work's been brilliant, as good as I've seen" according to lead client).

Led planning on successful retention of Magnet Kitchens business developing new positioning and work for campaign launched Jan 2018.  
Global planning lead on key Bayer OTC brands, catalysing disruptive new campaign for Berocca, and global 'Sick Buildings' activation idea for Redoxon. Supported global client leaders on brand purpose, and guided local JWT agency teams.  
Mentoring and training junior planners.

Planning Partner | 08/2010 to 08/2014

**Ogilvy & Mather - London**

Planning lead for London hub of SC Johnson global account, heading team of ATL, shopper and activation planners. Nurtured new global positioning and integrated communications for Glade and Mr Muscle brands. responsible for strategy, development and evaluation for all air care and home cleaning campaigns led from London.  
Global planning lead on Kodak's printer business. Drove strategy and creative development of new inkjet campaign that disrupted category and catapulted Kodak to brand leadership.  
Planning Lead on Philips Consumer Lifestyle (shaving, Sonicare, appliances). Wrote and ran training for all Philips marketers on creative briefing and evaluating creative work.  
EMEA planning lead on Kimberly-Clark's Huggies brand.  
Planning Partner on American Express UK.

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**Skills**

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| "The planners' planner"  Making the complex, simple  Writing inspiring creative briefs  Expert qualitative skills | Turning data into meaning  Training and mentoring  Handy with cars and spanners! |

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**Education**

**St John's College - - Cambridge | Master of Arts**

Physics and Theoretical Physics, 1981

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**Previous work experience**

Freelance spells at Space (created strategy for The Balvenie ‘Made By Heart’ campaign), Atomic (pitch for Investec) and Recipe (successful pitch for Pizza Express).

Lucky to have learnt from the best as a graduate planner at BMP — the agency that invented Account Planning. Appointed board director within five years of starting as a trainee. Have tried ever since to apply BMP's uncompromising standards of creativity and effectiveness.

Ran my own qualitative research consultancy focused on creative development. Every single client asked me back including McDonald's, Sony, Ford, Apple, Tesco and O2. Highlights included launch of First Choice, being midwife to Terry's Dawn French campaign, being sole preferred researcher for Ford Fleet, helping Majestic Wines drive a step change in business.