##### Emma Wootton CV

25 Smoke Lane

Reigate

Surrey, RH2 7HJ

emmawootton608@gmail.com

0775 895 4502

##### Summary

I am a highly experienced strategic planner with extensive experience and a love of collaboration – which, in my view, is where the magic happens. I have worked across the world on all manner of communication challenges across consumer brands, healthcare, government organisations, NGOs and all sizes of company.

I am currently Senior Strategy Director at BCW – a WPP global communications consultancy. In this role I work with clients and teams across all practice areas (Corporate & Public Affairs, Consumer and Healthcare) to develop strategies that will ‘move people’ to think, believe or act in ways that drive desired results. I lead top tier pitches and train the UK company in BCW’s strategic planning methodology.

I am highly regarded at BCW:

*‘We particularly value the combination of smart thinking and an authentically open and positive personal style which makes Emma a go-to partner to work with. Particularly noted is her ability to bring teams with her on the strategic journey during a pitch. Pitch leads and teams find her reassuring, collaborative and positive which has contributed to pitch wins and the growing demand for Emma on pitches. Emma has delivered, in partnership with some of our key clients and teams, excellent workshops which have helped consolidate client relationships and grown client value. She is an excellent facilitator, able to think on her ‘strategic feet’ to work through complexity*.’ **BCW CSO, from PDP**

*Emma cracked the strategy code on this one. It was tricky as they gave us their brand platform and there were temptations to stray away but through brilliant communication and collaboration Emma understood that I wanted to culminate in their brand platform and the focus was on the run up which she expertly executed with three sharp insights. Recognising this was an earned + brief she then developed a storytelling strategy to show how we were bringing value to their platform. It was easy, calm and quick. A few provocations from creative were well received and dealt with in a collaborative way. Emma cares to the bitter end and ensured that the creative complemented the strategy. Working with Emma is always a great experience. She is a true collaborator and cares deeply that the work is sharp and effective.* **Paola Nicolaides, MD Consumer**

I also have served as Senior Vice President Innovation and Planning at DAS, Omnicom. In this role I helped global client leaders develop strategies and services for the connected economy using proprietary tools.

In between Omnicom and WPP I was Director of Corporate Affairs and Business Development for a leading international development management consultancy. is exposed me to the workings of international NGOs and organisations the UN, the World Bank and all the bi-lateral funders across the world.

I have run my own strategic planning and facilitation consultancy, Surethought Ltd, which developed proprietary frameworks in group problem solving (The NOODLE Plan TM) and corporate brand positioning (‘What’s Your Point?). And, I am founder of an online service which won an innovation award in New Zealand.

I am a very strong presenter and I love pitching! I am particularly good at forming rewarding, productive relationships. I have drive, vigour, enthusiasm, sparkle, commitment and a strong entrepreneurial bent. People value me for my ability to distil simplicity from complexity and describe me as an effective, vibrant, quick-thinking, and engaging facilitator. I am a passionate believer in the power of collaboration, and I support my team members to realise their full potential. (Please see testimonials).

##### Qualifications

Senior Management Program, Omnicom University/Babson College, Harvard Business School

Certificate in Advertising and Marketing (CAM), Central London College

BSc (Hons) 2:1 Environmental Science, Plymouth University

Employment History

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| **Sept 2021 to now** | **BCW – a global communications agency**  **Senior Strategy Director** |
| I work with clients and teams to develop strategies that will ‘move people’ to think, believe or act in ways that drive desired results across all practice areas (Corporate, Consumer and Healthcare). I lead top tier pitches and train the UK company in BCW’s strategic planning methodology called Motion. Example consultancy engagements include (all are global):   * Tobacco company spin off in Wellbeing & Stimulation – brand positioning, ESG strategy and product launch strategies * All England Lawn Tennis Club (Wimbledon) – overarching brand narrative to harmonise all audience building activities * Pfizer - vaccine uptake amongst people that enjoy the outdoors to protect against tick-borne encephalitis * Sanofi – flu vaccine uptake amongst the over 65s * Red Sea Development Company – new thought leadership platform to drive visits and investments * Polestar EV - B Corp feasibility study - HQ * Global F&B group – global launch strategy for a secret product * Boehringer Ingelheim – leadership workshop to define divisional culture and message development * Pfizer – workshop facilitation amongst high potential leaders * Nestle – pitch win for consumer roster * Sanofi – pitch win for vaccine portfolio * Ipsos – pitch win for global roll out of new brand measurement service * Aldi – pitch win for summer activations and literacy charity partnership * Pfizer – pitch win for respiratory vaccine portfolio * Boehringer Ingelheim – pitch win for mental health portfolio | |
| **Sept 2018 to Sept 2021** | **IMC Worldwide – a leading International Development Management Consultancy**  **Director of Corporate Affairs, Business Improvement and Business Development Support** |
| * Corporate affairs and government relations – including participation in a Select Committee Hearing on safeguarding, crisis and issues management – including steering the company through a media storm related to project quality issues and a restructure and an internal change programme called ‘One IMC’ * Strategic business development, improvement, and marketing * Fee earning lead on communication and knowledge management for DFID-funded research programmes – (i) ‘Ideas to Impact’ that researches the value of using innovation prizes to achieve development impacts and (ii) High Volume Transport – an applied research programme to develop evidence on how to make transport in Low Income Countries greener, safer, more accessible and more affordable. | |
| **Mar 2016 to Aug 2018** | **Surethought Ltd – an independent Management Consultancy**  Managing Director |
| * Strategic consultancy for Jellyfish digital marketing, The Marine Management Organisation, Reigate & Banstead Council, Coast to Capital Growth Hub, Reigate Grammar School, Transport for London Amcor and Base Consulting, a Dutch communications consultancy. * Designer and Facilitator of the annual Omnicom-wide business development conference in 2016 and 2017 and sector-based innovation workshops | |
| **Oct 2014 to Feb 2016** | **Diversified Agency Services, Omnicom – the Global Marketing Services Group**  Senior Vice President Innovation |
| I ran a suite of programs designed to spark innovation within Omnicom agencies across the world including:   * A global innovation summit held in New York designed to help the top 350 leaders develop roadmaps for new services in partnership with major technology platforms incorporating 18 concurrent ideations and a hackathon * A series of innovation workshops in London and New York designed to help agencies to develop joined-up marketing services by sector e.g. Healthcare, Automotive, Retail and Financial Services. * An online co-creation platform to harness the collective brains across different Omnicom agencies to ideate against major client challenges called SHAPE. * A major marketing innovation conference for Johnson & Johnson in New Jersey * Thought leadership whitepapers, webinars, videos, websites | |
| **Oct 2013 to Oct 2014** | **Diversified Agency Services, Omnicom – the Global Marketing Services Group**  European Business Development Director |
| * Business growth across European region for 50 companies * Talent development programmes * Innovation events, whitepapers and think pieces. | |
| **Aug 2009 to**  **Apr 2013** | **Surethought – an independent Management Consultancy**  Principal |
| * Corporate/employer brand definition and engagement strategy for The State Services Commission, Housing New Zealand Corporation, igovt (online identity management), New Zealand Police. * Business plan for the Network of Public Sector Communicators, Skylight Trust, Crimestoppers NZ | |
| **Feb 2010 to**  **Dec 2012** | **Blue Gnome – a web start-up providing new way to advertise and find garage sales**  Managing Director |
| * Business concept, planning and build * Operations, finance, marketing, and customer service | |
| **Mar 2008 to**  **Aug 2009** | **Government Technology Services (New Zealand) – Government Department**  Marketing and Communications Manager |
| * Marketing communications strategy and implementation * Internal communications | |
| **Nov 2007 to**  **Mar 2008** | **Oh! Group - Loud & Lola ready-made cocktails -a start-up**  Marketing and Communications Manager |
| * Brand strategy, definition and implementation for corporate brand and daughter brands * Integrated marketing communications strategy for Loud&Lola cocktails and ‘Big Idea’ platform | |
| **Jan 2006 to**  **Nov 2007** | **North South GIS – A Global Spatial Information Technology Management Consultancy**  Business Development Communications Manager |
| * Marketing communications – printed collateral, website, newsletter, PR, conference and event management * Internal communications | |
| **2001 to 2006** | **Surethought - an independent Management Consultancy**  Principal |
| Key clients – Communications Skills Europe (training), GlaxoSmithKline, Bailey’s, Gordon’s and Smirnoff, Johnnie Walker, Guinness UDV, Teaching Personnel, Reynolds Porter Chamberlain, Beachcroft Wansbrough, Positively Wellington Business, | |
| **1995 to 2000** | **Countrywide Porter Novelli – A Global Strategic Communications Firm**  Senior Consultant to Planning Director |
| * National and global account direction – PWC, BT, FT, McDonald’s Guinness, UDV, Shell Chemicals, trade associations * Strategic direction on all accounts, strategic competence of all staff and Planning and Evaluation tools and standards | |
| **1990 to 1995** | **Thames Water – a utility**  External Relations Officer to Communication Manager |
| * Corporate Identity management * Content development and management, media Relations and crisis management | |

##### What people say about Emma Wootton

‘We particularly value the combination of smart thinking and an authentically open and positive personal style which makes Emma a go-to partner to work with. Particularly noted is her ability to bring teams with her on the strategic journey during a pitch. Pitch leads and teams find her reassuring, collaborative and positive which has contributed to pitch wins and the growing demand for Emma on pitches. Emma has delivered, in partnership with some of our key clients and teams, excellent workshops which have helped consolidate client relationships and grown client value. She is an excellent facilitator, able to think on her ‘strategic feet’ to work through complexity.’ **Lisa Story**, **BCW CSO, from PDP feedback**

‘I’ve never met anyone smarter or more productive than Emma Wootton. Highly strategic thinker which means that anything executed is always going to be purpose-led and impactful. A good example would be the Digital Transformation Conference Emma led for J&J’s Corporate Communications Team and involving all their marketing divisions. Emma was involved in every aspect, from conference design, planning and execution to rave reviews from all involved. Emma designed and executed a communications plan to support SHAPE – Omnicom’s co-creation platform. This included internal and external communications spanning: microsite development; video production; content development and external public relations. I have no hesitation in recommending her.’ **Sally Williams, Global President, Development, DAS, Omnicom**

‘Emma is a talented and experienced facilitator. Not only does she grasp complex issues rapidly, but she can also distil them into fun and engaging workshop/meeting formats, providing clients with valuable and useful outputs. Everyone needs an Emma!’ **Emma Sergeant, President, DAS Europe, Omnicom**

‘Emma is well known for her work ethic, positive attitude, team working mentality and leadership. Her approach is to inspire and encourage her team to stretch themselves and try new things to aid their development while always being there to support and advise. Throughout the time I’ve known her, she has shown me time and again that she is a positive, motivating manager and role model.’ **Emer Whelan, Senior Manager, Business Development and Marketing, Fleishman Hillard.**

‘Emma makes change happen! Her innovative and passionate approach to organisational change is infectious. She almost single-handedly improved the mind-set of an ICT group whose approach to service excellence was notoriously staid. She demonstrates a rare ability to work with senior leaders and those at the coal face and makes everyone feel part of decision-making processes. Emma is gregarious, always engaging and as a communicator is without exception at the top of her game. **Paul Blowers, Director Information Management and Assurance, New Zealand Police.**

‘Bringing people and process together is often a complicated endeavour filled with egos, agendas and opinions. Emma has an impressive talent for keeping everyone engaged, focusing their energy, and achieving desired outcomes. Most impressively, she is a great listener to what people both say and mean, and in turn is flexible as a facilitator, meaning she can pivot as necessary to still bring about the desired end result. I place great trust in her ability to lead and facilitate smart thinking.’ **Marc Ducnuigeen, President, Integer**

‘Emma had a refreshing delivery and approach to our session, compared to similar meetings I've had of this ilk in the past. It was clear that from her time working within large agencies that she understood our challenges - but could also quickly empathise from a client's point of view, drawing on her wider experience in the past. She has the gravitas to direct and manage senior people in such a way as to not come across as dominating - but is adept at subtlety ushering participants through the process. Emma was able to help us surface many different perspectives on our client challenge through her framework. **Digital Strategy Director, Jellyfish**

‘You have an amazing spirit and know how to light up a room. And you have an amazing quality of taking casual banter and turning it into meaningful takeaways!’ **Senior Consultant, Ideation Agency**

‘Emma used her clear thinking and very positive engagement skills to excellent advantage and materially contributed to our strategy and market positioning. Emma is bright, articulate and brings clarity and sound process to her work.’ **John Perham, Chairman, Crimestoppers NZ**

‘Emma has been inspirational in the areas of strategic communications, visioning, missioning, marketing and collateral and a whole bunch of other things besides, for GTS and prior to that SSC. I have admired and enjoyed Emma's skills and especially the passion she has bought’ **Tina Sutton, General Manager, Government Technology Services (NZ)**

‘Emma has a very strong strategic thinking ability and was able to elegantly weave the notion of ‘brand’ throughout our organisation – encompassing HR policy development, our strategic planning and our marketing presentation.’ **David Pimblott, Executive Chairman, North South GIS**

‘We found ourselves with very complex and subtle marketing and communications issues on a multi-year, multi-agency, ICT-oriented, and high-profile programme of work. Emma brought a great deal of expertise, insight, dedication, and enthusiasm to the team and led a comprehensive turn-around of our marcomms position. Outstanding work by a great leader and team player.’ **Gavin Valentine, Programme Director State Services Commission**

‘Emma is the best planner we have encountered from both the PR and advertising worlds – she makes everything so clear and logical.’ **Alicia Tetlow, Consumer PR Manager, UDV (Diageo)**