**Reference Sheet -**

Name of referee: Ed Beard

Job Title: EX Head of Marketing Strategy at Digitas

Dates worked with: Dec 2017 – Sept 2020

Company employed at when working with candidate (if different):

Relationship to the candidate:

1. Overall responsibilities of the candidate.

Developing insight-led strategies across client accounts and sectors as well as for successful pitches.

Helping grow our client’s business through deeper, stronger customer relationships through creative strategy, CX and 1-1 comms.

Working closely with creative and UX teams to develop differentiated, innovative and creative solutions.

1. What are their particular strengths.

Kate takes a really strong insight and data-led approach to strategy development, ensuring it’s grounded in real customer needs and motivations. She combines this with a high level of business acumen which really helps her get under the skin of the client’s needs.

Kate has a highly proactive and collaborative approach to developing multi-disciplined approaches on projects. She’s also great at developing frameworks which would play a key role in bringing disciplines and people together.

1. What was their reason for leaving? n/a
2. How did they get on with their peers? Strong working relationships across accounts, both internally and with clients.
3. If you had the opportunity, would you re-employ them/work with them again? Yes
4. Do you have any other information you feel would be relevant to an employer?

Kate is a much-loved member of the team, with a wealth of experience. She is a strong line manager and leads the team well, setting direction, inspiration and encouragement .