MEGAN BUTLER

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Astute strategy leader with experience in network and independent agencies and a proven track record in building a high-margin consultancy offer, extending client relationships and developing new revenue streams. Passionate about brands, behaviour, culture and creativity and an instinctive problem-solver, Megan has a talent for clarifying the complex, for new ideas and elegant solutions. Her calm approach plus boundless curiosity about ‘what’s next’ leads teams to innovate and push the boundaries of what's possible. Megan’s integrated strategic background, including brand, media, PR, social content, creative and partnerships, has honed an open-minded approach and broad expertise.

**Skills Summary**

**Leadership and drive**: From joining as a freelancer to appointment to the Executive board within 3 years, establishing a new structure. Builds multiple project teams concurrently.

**Strategic talent:** Secured spots for Four on all 3 government strategy rosters; wins includie Visit England (brand strategy), DEFRA, NHS (communications strategy), BEIS (creative and campaigns strategy) and more.

**Innovation and change:** Established AI council, shaped AI strategy and policy. Developed trademarked online insights methodology; built central strategy and insights team; instigated Four’s B-Corp status.

**Flexible, fast, lateral thinker:** Comfortable at pace and in a big agency or a start-up, enjoys the intellectual challenge of problem-solving for a diverse client portfolio across multiple categories.

**Experience**

**Four / Chief strategy officer / Jan 2020 - current**

Led strategic development across government frameworks, resulting in appointment to all 3 strategy rosters and number 1 agency in UK for public sector (PR week). Extended agency scope into brand and creative strategy, with first client contract value of £400k in fee. Leads on global brand strategy for Visit England and global communications strategy for GREAT food and drink plus top-tier new business in travel, retail, place-making and health.

**Four Engage / Head of planning / March 2017 – Jan 2020**

Team leadership, establishing a central planning and insights unit at the heart of Four. Led proprietary insights development with ongoing innovation into multiple platforms and categories. Created new revenue streams including a crisis management solution for a key financial services client, resulting in £200k fee income in 6 weeks, plus delivering a sprint model of a multi-market creative and concept testing strategy for Nivea Men.

**Freelance strategist / June 2015 – March 2017**

Included working with Legend Engage as Head of planning, helping them build towards acquisition, with 150% year on year growth across 3 years. Expanded scope into strategy and insights developing trademarked insights solution, winning large contracts including TSB, the British Heart Foundation, HeartFM, EllaOne.

**Rise Communications / Senior strategist / Sept 2006 – Jan 2012**

Led brand and communications strategy for Skinny Cow and Fab lollies, winning a Marketing Society Award for the latter. Client lead on COI (UK government).

**Starcom Mediavest / Business director / Sept 2000 – Jan 2006**

From graduate to associate director in 3 years. Ran P&G beauty and Kraft foods comms planning, plus innovation hub.

**Education**

Joint (first class) Honours French and Spanish / Leeds University / 2000