

# Summary

Over the last 25 years, I have established a reputation for innovative marketing and brand leadership, delivering highly creative experiences and communications for some of the world's most recognisable brands.

In the last 15 years, I have been in Global Marketing, Brand and Creative Director roles across the fashion and lifestyle brands Converse, Sonos and Monsoon. I have joined these brands at the time they had identified a need to reposition and grow the brand, and I have been part the team that has taken them through to commercial success, resulting in sustained growth exceeding expectations. During my 6 year tenure at Converse, we saw sales increase by \$1B taking the No 1 market share in our category. I was then part of the team to turn Sonos into a household name and take it to IPO, beating our own projections and delivering over \$1B in revenue for the first time. Most recently during my time at Monsoon, I devised and rolled out a new global brand strategy across the company seeing revenues rise by 42% in it's first year of implementation (see Projects for more).

I have lead all areas of brand communications including ATL and BTL media, brand strategy, creative, PR, digital, social, experiential, partnerships, influencers, retail and VM, eCommerce, digital content, and other experiments I have played with over the years.

I have lived and worked in both the UK and the US, and have a proven management track record in directly managing and scaling global teams across APAC, EMEA , LATAM and North America. This experience allows me to bring an instinctively international and culturally nuanced perspective to every opportunity.

I have won numerous awards during my career (some listed below) and I am a member of the International Academy of Digital Arts &

Sciences (IADAS), an organisation that helps to drive the creative, technical, and professional progress of the Internet and interactive media. As part of my role here, I have been a Judge for The Webby Awards for the last 15 years, which awards excellence in interactive creativity. I was also awarded a Fellowship by the Royal Society for the Encouragement of Arts, Manufactures and Commerce (RSA) for recognition of services to the UK Digital Industry.

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## Experience

### Freelance

#### Fractional CMO

January 2024 - Present (4 months)

United Kingdom

I work with consumer lifestyle and independent fashion brands across all aspects of brand strategy, marketing plans, company structure, new product launches and creative output.

### Monsoon Accessorize

#### Global Marketing Director Monsoon

September 2021 - December 2023 (2 years 4 months)

London, England, United Kingdom

Responsible for the worldwide communications and marketing strategic plans.

Responsible for creative and brand.

Responsible for content, social, PR and influencer activities.

Responsible for in-house photography studio.

Responsible for the visual merchandising and physical retail.

### MOO

2 years 11 months

#### Global Brand and Creative Director

September 2020 - June 2021 (10 months)

London, England Metropolitan Area

#### Global Brand Director

August 2018 - September 2020 (2 years 2 months)

London, United Kingdom

My role was to define and lead the brand strategy for the company.

Communications and content: Plan and implement all awareness media

including TV, OOH, Print and digital. Build and lead all strategic partnerships.

Lead all branded events across EMEA and North America. Lead all branded content and social media for the brand, including holding the relationships with our key creators. I sat within company leadership team, which sets the vision and targets for the company.

## Sonos, Inc.

Marketing Director, UK & Ireland

May 2016 - August 2018 (2 years 4 months)

London, United Kingdom

As UK Marketing Director at Sonos, I was responsible for all aspects and communications of our brand including all media, creative, PR, digital, social, experiential, partnerships, influencers, retail and field teams.

## Maternity Leave

Maternity leave

May 2015 - May 2016 (1 year 1 month)

London, United Kingdom

I relocated from New York back to London where I took time off to look after my newborn baby girl.

## Converse

4 years 9 months

Global Director, Digital Brand Marketing & Communications (US based)

August 2012 - May 2015 (2 years 10 months)

Greater New York City Area

Globally responsible for strategy and development of all communications told through digital including Social Media, Digital Content, Digital Advertising, Mobile, Digital Event Activations, Wearable Technology storytelling, Ecommerce Marketing, and other experiments we play with.

## UK Digital Manager

September 2010 - August 2012 (2 years)

Responsible for setting up the first digital department in the UK before being promoted to the global digital lead and relocating to the USA with the company.

## Bacardi

Freelance Global Digital Brand Manager

April 2010 - September 2010 (6 months)

After spending over 10 years within advertising agencies, I wanted to get closer to the business problem instead of producing advertising campaigns

to address them. I took a freelance position at Bacardi to get this experience client side.

Poke

Strategist

April 2009 - July 2010 (1 year 4 months)

Profero

Head of Innovation and Engagement

September 2004 - April 2009 (4 years 8 months)

Starcom Digital

Account Director

2003 - 2004 (1 year)

MediaCom

Account Manager

2002 - 2003 (1 year)

Profero

Account Executive

August 2000 - 2002 (2 years)

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## Education

Middlesex University

BSc Hons, Information Systems and Marketing (double major) · (1996 - 2000)