

NAME

Address

Telephone • Email

CHIEF COMMUNICATIONS & STRATEGY OFFICER

Accomplished senior specialist in communications and strategy management with more than 15 years of experience partnering with clients to provide insight and expertise on media and communications planning, advertising, and cross-channel market initiatives. Demonstrated knowledge of international markets and multicultural customer targeting, with the experience necessary to guide clients in making informed decisions on media strategy. Strong team leader and talent manager able to build and grow robust teams of highly qualified, performance-oriented professionals. Proven history of guiding process improvements and standardisation. Renowned for revitalising underperforming accounts and business areas to restore profitability.

Marketing & Communications • Client Account Management • Strategic Planning • Media Management
Project Management • Client Consulting • Partner Alliance Management • Media & Advertising • Negotiation
Media Coordination & Planning • Customer Service & Satisfaction • Team Building & Leadership
Change Management • Market Research • Procurement & Purchasing • Process Optimisation • Revenue Growth

PROFESSIONAL EXPERIENCE

COMPANY, Location • 2012-Present

Global consulting firm advising major international clients on communications strategy and optimisation.

Global Media & Communications Director

Recruited to lead client account activities for the Brand Group, providing insight and leadership on all media information communications for investments in 32 markets and numerous categories, including magazines, newspapers, TV, outdoor, and internet. Design, implement, and enforce local market guidelines. Communicate with clients to transmit key information, provide media training and education, and manage client procurement. Liaise with clients to recommend key avenues of research. Supervise 3 direct reports and 1 intern. Also act as strategic partner and consultant to clients, focused on implementing value-added strategies for media coordination and planning – launching initiatives such as client seminars on new and digital media, cross-channel strategy development, consumer experience enhancement, and brand advocacy.

Selected Achievements:

- Turned around internal perception of this account / client to build a stronger relationship, create trust in both internal and client teams, and restore customer satisfaction.
- Delivered a projected 2x growth in in-scope revenue for 2014 through a 6-month initiative to implement budget recommendations, drive client partnerships, and access data via relevant tools.
- Drove a more focused approach to sale of out-of-scope research.
- Boosted customer satisfaction from 4 to 6 within only 3 months.

COMPANY, Location • 2006-2012

Provider of leading-edge communications consulting services to a global client base.

Managing Partner

Directed client account strategy and relations for major customers. Maintained seamless information coordination for all 3 client accounts for advertising media investments spanning 32 markets and diverse media categories. Established and maintained guidelines for local markets. Ensured appropriate information flow from internal teams to the client. Provided client training and education on new media developments. Represented the client in all procurement matters, as well as in collaborations with the creative agency. Coordinated the activities of a team of 5 direct reports and a single intern.

Additionally planned and implemented a talent management position for the agency, with a key role in annual training plans, international recruitment and transfers, and company culture / values workshops.

Selected Achievements:

- Reversed losses in account to build strong profitability and a healthy pipeline in less than 3 years, using a detailed, inflation-adjusted budget allocation model projecting media budgets to 2020.

COMPANY - continued:

- Generated dramatic new market wins in account by leading a new 2009 business effort that was highly successful despite limited resources.
- Introduced a communication framework for local markets for account by establishing a consistent set of strategic media guidelines.
- Led the team to attain a client procurement award for Best Supplier 2010.

COMPANY, Location • 2000-2006

Top-ranking media agency network with worldwide influence.

Managing Director (2000-2006)

Orchestrated client relations and account management for a portfolio of over 30 SMB clients. Advised clients on media investments in several markets. Functioned as key leader over 3 European media collaborations with major companies, with an instrumental role in establishing coordination processes, tools, and templates. Supervised a team of 12 direct reports.

Selected Achievements:

- Effectively met the stringent requirements of a highly demanding client by creating an acceptable statement of work (SOW) and meeting all established performance objectives.
- Took an instrumental role in new business development, market expansion, and growth in agency scope.

Media Director (1997-1999)

Oversaw all aspects of information management and coordination for client group media investments in 16 European markets and multiple categories, including magazines, newspapers, radio, TV, and outdoor. Liaised with the creative agency to develop and execute campaign and advertising contents. Provided direction and leadership for major projects, including bartering projects and pan-European media deals with company. Prepared and presented information for media auditors.

Selected Achievements:

- Defined a robust and effective framework for client coordination, complete with templates, processes, guidelines, and standards.
- Fostered adoption of best practices within the client account by establishing a European community of media planners dedicated to knowledge sharing.
- Facilitated newly opened offices in achieving operational readiness as swiftly as possible by creating media training modules.
- Took over in absence of a direct superior during the Director's extended period of illness.

*Additional roles include **Media Planner** and **Media Manager** for Company. Further early career details are available on request.*

FORMAL EDUCATION

Post-Graduate Degree in Communications
University, Location

Master's Degree in Business & Administration
University, Location

PROFESSIONAL DEVELOPMENT

Certificate in Executive Coaching, Team Building & Organisational Development
Certificate in Cultural Orientation Framework
NLP Practitioner
Change Management

LANGUAGE SKILLS

French (native) • English (fluent) • Spanish (intermediate) • German (beginner)