

SIMON DODD

PROFILE

AN EXPERIENCED MULTI-DISCIPLINED MARCOMMS PROFESSIONAL WITH A PROVEN RECORD IN STARTING, RUNNING, GROWING AND SELLING SUCCESSFUL BUSINESSES

EXPERIENCE

10 '16 – 02 '17

PICSOLVE INTERNATIONAL (LONDON)

Global Chief Marketing Officer – Interim

Responsibilities:

- Picsolve - the worlds leading creator of image content at world-class visitor attractions. Wholly owned by Fidelity Investments
- Creating a global digitally-led Marketing Strategy for relaunch of offering
- Construction and presentation of 3-year global budget plan
- Day-to-day management of global Marketing team looking after **500 locations** for Merlin, Warners, DreamWorks, etc., creating and using content of **250m+ images** each year
- Creation of new agency roster
- Member of Executive Management Team

04 '16 – 09 '16

OAKWOOD AGENCY (BRISTOL)

Managing Director - Interim

Clients:

- **Mattel, The Royal Mint, Warner Bros, Castrol, HBO, PDSA, Weatherford, Gulf Oil**

Responsibilities:

- Engaged to relaunch 21-year-old integrated agency and prepare it for potential trade sale
- Day-to-day management of **40 people, £4.5m t/o** and **6 direct reports**
- Restructured agency, it's offering, reporting, internal processes and New Business programme

07 '14 – 03 '16

EMO UNLIMITED/CRESTON PLC (LONDON AND BRISTOL)

Managing Partner

Clients:

- **BMW, Vue Cinemas, Toyota, ARUK, Jaguar, McCarthy & Stone, Mini, Allianz, CCS Govt. roster, Bosch**

Responsibilities & Achievements:

- Primary responsibilities include people, New Business, Co. management and working with the PLC
- **£1.2m** New Business wins in **first 12 months**, contributing to the making of FY15 targets
- Lead on **McCarthy & Stone, Vue, Bosch** wins - broadcast, eCRM, SEO, print, digital display, search, SMS and press
- Marked improvement in staff satisfaction scores (av. **16% up across 30 measures**-independent survey)
- Improvement in recruitment and retention

10 '09 – 07 '14

THE DIGGER AGENCY (VIRTUAL ACROSS UK)

Founder and Director

A virtual network of **45 people** providing effective MarComms outside of the traditional agency model and overheads

04 '04 – 09 '09

RLA GROUP (BOURNEMOUTH, BELFAST, EDINBURGH)

Managing Director to CEO

Clients:

- **Volkswagen Cars, Audi, Volkswagen Commercial Vehicles, Goodyear Dunlop, Kingfisher plc. Kia, Bowlplex, Direct Wines**

Responsibilities & Achievements:

- Led transformation of ownership from founder to **Management Team and Private Equity to PLC**
- Restructured, rebranded and relaunched group
- Broadened outputs into broadcast, press, print, ECRM and digital and experiential
- Achieved **record growth in t/o and EBIT in first 4 years - £6m to £12m, £0.8m to £1.8m**
- Staff growth from **25 to 90 people**, without damaging margins
- Led sale of RLA Group to The Mission Marketing Group PLC - December 2007

01 '00 – 04 '04

TBWA\LONDON AND MBA (LONDON)

Partner to Managing Director

Clients:

- TBWA – **Thomas Cook and PlayStation UK**
- MBA - **Mercedes, Air Miles, EDF Energy, Le Creuset, Marie Curie Cancer Charity, Thomas Cook**

Responsibilities & Achievements:

- Joined TBWA to lead long-standing **Thomas Cook** account
- Led the creation, launch and evolution of the D&AD award-winning "It's Time To Leave The Country", which led to unprecedented uplift in short-haul sales and PR coverage – primarily using broadcast, outdoor, press, radio and microsities
- Led **Sony PlayStation** UK agency team that combated the Microsoft X-Box launch
- Invited to become Managing Director of sister co, MBA
- Successful day-to-day management of the functions, finances, efficiency and motivation of the agency. Direct Reports: 7 (Commercial Team)
- Control of the largest client in the agency, **EDF Energy**- brand strategy, launches, TV, outdoor and press advertising, all forms of literature and Internal Comms

02 '90 – 06 '96

MCBAINS/ABBOTT MEAD VICKERS (LONDON)

Senior Account Manager to Board Account Director

Clients:

- **Pepsi, Comet, BT, Network SouthEast, Royal Bank of Scotland**

Responsibilities & Achievements:

- Key liaison person between agencies on joint accounts
- Ran **BT Travellers campaign** for McBains – the most profitable account in agency

OTHER

CHIME GROUP (LONDON) - Marketing Director
IN REAL LIFE (IMAGINATION BREAK-AWAY) - London
PUBLICIS TECH/SMI GROUP (LONDON) - Client Services Director
YELLOWHAMMER (LONDON) - Senior Account Manager

NATIONALITY

BRITISH

EDUCATION

UNIVERSITY OF NORTHUMBERLAND – BUSINESS & MARKETING

FURTHER ACHIEVEMENTS

- Chairman of the Institute of Practitioners in Advertising (IPA) for the regions and Council Member of the IPA. Awarded Fellowship of the IPA - 2012

INTERESTS AND HOBBIES

- Cricket, skiing, music, cars/AMOC, literature, wine, real ale, travelling, PPE Degree

References available upon request

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