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Senior Marketing Leader | Growth Strategy - Digital Transformation - Brand & Performance Leadership | Financial Services & Regulated Sectors

Profile

Strategic, commercially minded marketing leader with 22 years' experience transforming marketing organisations across financial services, insurance, automotive and global consumer sectors. I specialise in building modern marketing engines—uniting brand, digital, CRM, performance, analytics, and planning into one cohesive growth system.

My strength lies in leading complex change: redefining marketing strategy, modernising digital and data capabilities, introducing new operating models, and aligning cross functional teams around clear commercial outcomes.

Skills

Growth Leadership Commercial strategy, value creation, NPS uplift, retention & lifetime value growth

Brand & Communications Multi market brand strategy, storytelling, reputation management

Digital & Data Transformation Martech modernisation, CRM automation, personalisation, AI content systems

Performance & Analytics Multi channel optimisation, KPI frameworks, attribution, forecasting, MI visibility

Organisational Leadership Operating model design, team restructuring, culture shaping, coaching

Executive Influence Board level narrative, investment cases, prioritisation, cross functional alignment

Executive Experience

2022 – 2025

Director of Marketing, SME & Personal Lines / Arthur J. Gallagher Insurance – UK Retail Division, London / Manchester (UK)

Reporting to the MD, leading full funnel marketing strategy across brand, media, digital, CRM, content, planning, and analytics for multiple regulated insurance brands.

Strategic Impact

- Delivered 23% YoY new business growth, raising ROI to 2.6, driven by integrated brand, digital and CRM strategy.
- Transformed Gallagher's Digital Distribution and SME marketing operating model from channel focused to an insight led growth engine.
- Built the division's first enterprise wide customer insight program, shaping new propositions adopted across UK & US markets.
- Created a unified annual / quarterly planning framework improving prioritisation, efficiency and budget governance.
- Scaled CRM and lifecycle marketing through 24 use cases, improving retention and cross sell.
- Modernised measurement: new KPI suite, MI dashboards, attribution visibility and investment planning discipline.
- Chaired monthly Marketing Roundtables & quarterly Marketing Forums across UK Retail
- Lead a team of 7 plus agencies, acting as primary marketing partner to Finance, Ops, Product and Executive leadership.

2020 – 2021

Global Marketing Director / Dovetail Games, Kent (UK)

Owned global marketing, brand , media and community strategy across US, UK and EU.

- Rebuilt the global marketing strategy and segmentation model.
- Introduced CRM programs improving engagement, reactivation and long term value.
- Led multi channel integrated campaigns and global community expansion.
- Managed and restructured a 10 person global marketing organisation.

2017 – 2020

Senior Brand & Digital Marketing Manager / Honda, Dubai (UAE)

Full ownership of brand, media performance, CRM and digital transformation across the UAE.

- Delivered 13% YoY business growth and strengthened brand equity.
- Drove digital conversions from 1% to 3% through CRO, UX and full funnel optimisation.
- Boosted organic conversions by 111% and generated \$500K incremental CRM revenue.
- Built cross industry partnerships with IKEA, M&S and others.

2011 – 2017

Head of Digital Marketing / Al-Futtaim Group (Dubai / GCC)

Oversaw digital media and marketing strategy for 20+ automotive and retail brands in 14 markets.

- Launched 20+ enterprise websites including ecommerce builds.
- Increased digital lead conversions from 0.3% to 1%.
- Shaped digital governance, vendor strategy, capability uplift and measurement.
- Member of senior marketing leadership team.

Early Leadership Roles

Digital Account Director / McCann IPG (2007–2010)

Senior Account Manager / Aspgulf (2003–2007)

Sales Officer / Standard Chartered Bank (2000–2003)

Technology & Modern Marketing Capability

SFMC • HubSpot • GA4 • Attribution Modelling • Forecasting • CX Platforms • BI Dashboards • AI Content Systems • CRO & Testing • SEO/SEM • Martech Governance • Marketing Measurement

Education

2019

Executive Programme – Delivering Value Through Digital

Oxford University – Saïd Business School

1999 - 1996

BSc, Management Information Systems

Excelsior College (New York)

Recognition

Multiple industry awards across automotive and digital performance. Recognised for leadership in transformation, cross functional impact and commercial delivery.