**Louise Woodhead**

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**PROFILE**

I’m a strategic marketing director, consultant and interim specialist with 20 years’ experience, straddling the full marketing mix and a broad range of sectors, organisational types and cultures. I’ve marketed world-leading B2B firms in top tier banking, Big 4 and Magic Circle (GS, EY and Freshfields). I’ve also founded two B2C retail start-ups: in hospitality and fashion ecommerce.

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**EDUCATION**

1994 - 1999

MA Honours French **-** The University of Glasgow Glasgow, UK

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**PROFESSIONAL EXPERIENCE**

Aug 18 – present

## Marketing consultant and interim CMO – Tall London, UK

Self-employed

Jan 15 – Aug 18

**Associate Director; Brand, Marketing & Communications –** EY London, UK

Professional services: [assurance](http://en.wikipedia.org/wiki/Assurance_services), tax, consulting and [advisory](http://en.wikipedia.org/wiki/Corporate_services)

*A multinational, headquartered in London with 250,000 employees and 31bn USD in revenue*

Key achievement: initiated and produced internal tools to champion marketing and events best practice, that were leveraged globally

* Marketing lead for EMEIA Financial Services Office service line marketing with overall responsibility for Assurance and Tax
* People management lead for Wealth & Asset Management and Insurance sectors
* Deputized for the EMEIA Financial Services Office marketing lead, who managed a team of 25 and a budget of £5M
* Created first ever marketing plans for assurance and tax
* Initiated and produced internal tools to champion marketing best practice, that have been leveraged globally
* Identified the opportunity to join up pursuit and marketing team process which delivered immediate and tangible benefit
* Developed a brand identity and launch plan to support Momentum, the firm’s first immersive centre

Jan – Dec 14

**Interim Head of Marketing -** Hymans Robertson London, UK

Professional services: pensions and risk management

Key achievement: raised the profile of marketing (previously very challenged) and measurement across the business

* Led a team of 15 and a budget of £1M
* Directed a marketing communications strategy that leveraged 2015 pension reform
* Raised the profile of marketing internally through education and relationship building with a diverse group of stakeholders
* Managed a firm-wide brand audit that recommended a new brand proposition and model
* Drove more focus around marketing ROI and implementing more robust quantitative over qualitative metrics

Sept 12 – Dec 13

**Interim Head of Marketing** - Eye London, UK

Media: out-of-home advertising

Key achievement: entered and delivered within a notoriously tough and incestuous industry, without network or experience

* Implemented a marcom strategy to promote Eye’s media: display advertising at 28 UK airports, including Gatwick
* Delivered targeted and interactive (B2C) advertising campaigns for household names such as Chanel, O2 and Emirates
* Conducted a pioneering neuroscience study to measure subconscious response to out-of-home (OOH) advertising
* Provided strategic leadership as part of the Senior Management Team and recruited a robust new marketing team
* Supported the business through a commercial acquisition and advised on associated brand repositioning activity

Sept 11 – Apr 12

**Interim Brand Communications Manager** - Freshfields Bruckhaus Deringer London, UK

Professional services: law

Key achievement: produced the first new identity advertising campaign and managed advertising for the firm globally

* Implemented a brand strategy to reposition the magic circle business as the number one international law firm
* Managed brand embedding across the firm internally and supervised brand engagement programmes
* Worked with key stakeholders to integrate brand messaging into marketing communications (internal and external)
* Produced the first new identity advertising campaign and managed advertising for the firm globally
* Supported advertising activity for the London 2012 sponsorship programme (Freshfields was official legal sponsor)

Feb 11 – Feb 13

**Founder / Head of Marketing** -Femme-Enfant London, UK
Retail: fashion ecommerce

Key achievement: conceived and successfully launched my own premium brand with limited seed capital and digital experience

* Conceived, developed and launched femme.enfant.com, a pure play fashion retail ecommerce boutique
* Produced a comprehensive business plan with financial model that secured seed capital
* Managed all buying and digital, in addition to marketing
* Launched a campaign to have the UX designed by visual merchandising students to ensure stand-out and engagement
* Tested the brand offline by roadshowing it at key London markets and pop-up venues

Sept 07 - Feb 11

**Brand Marketing Consultant** - Goldman Sachs

Financial services: investment banking London, UK

Key achievement: managed the GS brand through the financial crisis, when the firm was perceived by the media as responsible

* Initially delivered product marketing on the Securities Division trading floor then brand marketing on the Executive Office
* Ensured that brand guidelines were adhered across the firm
* Led the annual 360 degree’ global market research programme which informed forthcoming marketing communications
* Conducted competitor advertising analysis for the firm globally and presented to key communication stakeholders
* Supported on a range of firmwide marketing efforts such as digital strategy, award positioning and the annual report

Feb 05 - Aug 07

**Founder / Head of Marketing -** Seven Scorpions Manchester, UK Retail: hospitality

Key achievement: fund-raised £1M in equity finance and influenced the introduction of tequila to the UK market as a premium spirit

* Identified and thoroughly researched a market opportunity to launch and re-position premium tequila in the UK market
* Conceived and developed Seven Scorpions, a premium turnkey bar-restaurant operation with Manchester flagship
* Created and positioned the concept as a premium high-street retail brand
* Produced a 5 year’ business plan that raised £1M in bank debt and equity finance
* Sourced and managed a cross-functional project team of 30

Nov 04 - Feb 05

**Sabbatical** **& start-up research** The Gold Coast, Australia

Mar - Oct 04

**Interim Marketing Manager** - L’Oréal / Thomson Reuters / Goldman Sachs London, UK

Apr 01 - Mar 04

**Event Manager** - AS&K Skylight London, UK

Jul 00 - Apr 01

**PR Executive** - Manning Selvage & Lee London, UK

Jun 99 - Jul 00

**Marketing Coordinator** - Conran Restaurants (now D&D London) London, UK

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**ADDITIONAL TRAINING & EXPERIENCE**

* Dancer and performer with two academies, and a student actor 2013-date
* Independent Drama Limited: acting firearms: civilian and law enforcement Aug 2018
* City Academy: stage combat - an introduction Apr 2018
* The Giles Foreman Centre for Acting: introduction to acting Feb 2018
* City Academy: Meisner workshop Jun 2018
* RDA Beginners Intensive Dance Programme: ballet/jazz/contemporary (levels 1-5) 2014-2015
* London College of Fashion: lingerie and swimwear design 2012
* FRA: introduction to fashion PR & marketing 2012
* ITEC: diploma in diet & nutrition theory (passed with credit) 2002
* Sales & Acquisitions Intern - SociétéArathos, Paris Jun - Aug 98
* Fashion model - Model Team Scotland 1997-99

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**HOBBIES & INTERESTS**

Dance, stage performance, acting, fitness, film and fashion