**Michael Bayler**

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**SNAPSHOT**

Digital leader, published author and popular speaker, specialising in strategic innovation and transformation across marketing and enterprise.

Has impacted growth in many of the world’s largest brand owners, international media and entertainment firms.

Co-author of the seminal digital manifesto, *Promiscuous Customers: Invisible Brands – Delivering Value in Digital Markets* (Capstone 2002).

Also written for *Market Leader,* *The Wall Street Journal, Marketing Week, New Media Age, MediaTel, Design Week,* *Design Management Journal*.

Among many high-profile speaking engagements, has delivered master classes for The Marketing Society, MIDEM, AdTech, IESE Business School, Sun Microsystems, Microsoft, VMWare, Daily Mail Group, FremantleMedia and Salesforce.

**CAREER HISTORY**

***SapientNitro*** *March 2013-present* **Director of Strategy Europe**

World’s largest digital agency. Client-facing role advising major brands on digital transformation.

Highlights include:

* Leading innovation strategy from London on evolution of Unilever’s global DMP;
* Leading brand and business planning for (e.g.) Team GB’s post-2012 roadmap, relaunch of iconic financial online brand;
* Leading vision and presentations in new business programs and pitches to key CPG and OTC clients.

***Bayler and Associates Ltd*** *2005-February 2013* **Managing****Director**

Strategy consultancy supporting TMT and brand marketing leadership in digital transformation. Clients included Diageo, Telefonica, FremantleMedia, PayPal, Bacardi Global Brands, The Home Office, Warner Bros. BSkyB, British Telecom, Sony Music, SABMiller, Rovi, Sunset + Vine, Nokia, Ogilvy & Mather, Robbie Williams and Simon Cowell. (Formerly The Rights Marketing Company Ltd).

Highlights included:

* Guiding global leadership in Diageo and Bacardi Global Brands in driving digital to the heart of their marketing and communications processes;
* Advising Telefonica on data innovation and proposition development;
* Developing engagement strategies and programs for (e.g.) Ogilvy & Mather, Warner Bros., The Home Office;
* Developing and pitching digital branded entertainment offerings with FremantleMedia;
* Guiding Simon Cowell’s SyCo on social insight, strategy and format development;
* Supporting Robbie Williams’ The In Good Company on global brand partnerships.

***BT Rich Media*** *2004* **Interim****Marketing Director**

Core media platform for British Telecom, evolved into broadband TV offering BT Vision. Developed,oversaw and delivered development strategy, brand positioning, communications program.

***enValue Ltd*** *1999-2003* **Director**

Consultancy partnership specialising in e-business and digital support for agencies. Clients included Ogilvy & Mather, The Marketing Store, Added Value.

***Bayler Communications*** *1996-1999* **Director**

Internet development consultancy. Oversaw and managed strategy, research, concept, brand/content development, information architecture and interface development for web and e-commerce sites. Focus on luxury hospitality and travel sectors.

***Siegel & Gale Ltd*** *1995-1996* **Head of Interactive Media**

International corporate and brand identity consultants. Established successful new interactive consulting division, clients included Cordiant plc and American Express.

***CID Publishing Ltd*** *1992-1994* **Marketing Director**

Pioneering electronic publishing firm specializing in leisure. Clients included Forte plc, Hyatt Hotels and Resorts, Inter-Continental Hotels.

***Music Industry (USA, Asia and Europe)*** *1982-1991* **General Management**

International music industry, various roles: production and licensing, artist management, A & R, retail marketing, sales, distribution and logistics for companies including: Zomba Music (London), Caroline Records (Virgin, New York) and Street Level Trading Co Inc (Los Angeles).

**PERSONAL DETAILS**

Status: Married, children

Interests: Culture, arts, fitness

**MORE INFORMATION**

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Twitter: @michaelbayler

Blog: www.thestrategyreview.com/