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| Joanne Booth   |  |  |  | | --- | --- | --- | | Strategy Director | United Kingdom | +447917771770 | | |
| Details United Kingdom  +447917771770  [jo@joannebooth.co.uk](mailto:jo@joannebooth.co.uk) Links [Linkedin](https://www.linkedin.com/in/jobooth1/)  [Website](www.joannebooth.co.uk) Skills  |  |  | | --- | --- | | Leadership | | |  |  |  |  |  | | --- | --- | | Business Strategy | | |  |  |  |  |  | | --- | --- | | Marketing Strategy | | |  |  |  |  |  | | --- | --- | | Creative Development | | |  |  |  |  |  | | --- | --- | | Communications Strategy | | |  |  |  |  |  | | --- | --- | | Brand Strategy | | |  |  |  |  |  | | --- | --- | | Research & Insight | | |  |  | | |  |  |  |  | | --- | --- | --- | --- | |  | | Profile | | |  | Experienced and dedicated advertising and marketing professional with over ten years experience helping clients to meet and exceed both brand and business goals. Highly skilled experience across a broad range of channels and a real passion for creativity. Deep understanding of the performance of businesses, brands and how brands approach, engage and interact with consumers to deliver growth. **HIGHLIGHTS**: Effectiveness champion and “Best of Europe” Effies Finalist Judge 2022. | |  |  |  |  |  | | --- | --- | --- | --- | |  | | Employment History | | |  | Group Strategy Director at TBWA Neboko , Amsterdam October 2022 — March 2023   * Set the strategic agenda globally across the network and hired an internal planning team. * High level collaboration with Philips Senior Marketing Team. * Drove the Philips business and brand forward, improving creative standards and implementing a new corporate Masterbrand.  Executive Director, Strategy at Saatchi & Saatchi , Düsseldorf July 2021 — October 2022   * Euro Effies lead 2022, 1st Euro Effie Awarded, paper, "Don't hide the cough, fight it". The brand experienced double digit growth and became No 1. in the category. * Led the Sanofi CHC Global Hub, direct responsibility for three “must win” categories – Digestive Health, Mental and Physical Wellness and Cough and Cold. * Set the strategic agenda with the Sanofi Leadership Team (SLT), championing thought leadership on purpose and growth. * Established “Sanofi Insight Hive” – a team of 47 planners across the World dedicated to the business. A collective of brains that challenged briefs, championed creativity and shared ideas.  Strategy Director at Jo Booth Associates , London June 2018 — July 2021  Consulting on a variety of high-level growth projects for brands, advertising, media and retail innovation agencies. Clients included: Saatchi & Saatchi, The Storycatchers, The Kite Factory, We Are Alexander, The Shopper Agency & Finn Communications.  In Brief:   * Saatchi & Saatchi: Global brand positioning and 360 creative strategy for JDE; NPD in the Barista coffee market, a JV with Philips taking the company to an entirely new niche category. * The Kite Factory: Comic Relief pitch win. * We Are Alexander: Key FMCG account lead for M Industries – portfolio launch via e-commerce into China & Japan. * Finn Communications: Strategic lead on pitch wins. Wins include - Boost Drinks (brand re-positioning & creative strategy), Harrison Spinks  (brand re-positioning & creative strategy).  Strategy Director at Grey , Düsseldorf February 2017 — May 2018   * Campaigns: Febreze: Guilty Pleasures, advertising launch across Europe and market entry Mexico.  C&A, Long idea: 'Movement for Feel Good Fashion', Sustainability Platform, Spring & Summer 2018. * Led integrated thinking across Grey EMEA future growth agenda in FMCG retail as well as shopper expertise, launching JV between Grey/Kantar TNS to produce a Retail Experience Index – the first league table that will rank the Top 30 retailers across Europe.  Strategy Director at Jo Booth Associates , London February 2017 — May 2018  Consulting with start-ups, advertising agencies and brand consultancy firms to deliver effective creative strategy, pitch wins and wider commercial solutions.   * Clients include Integer TBWA, 101 London, Grey London, Grey Dusseldorf and Landor Associates London. * Pitch wins included C&A, Dunelm and CRUK.  Head of Strategy at Geometry Global , UAE January 2015 — 2016   * Board level position with a mandate to transform the strategic capability of the Dubai Regional Office, formally only shopper marketing centric. * Strategic lead across all pitches successfully winning Strepsils & Durex. * Led company wide training programme to educate and develop strategic capability across the agency.  Strategy Director at Jo Booth Associates , London November 2011 — January 2015  An expansive three years working across a broad portfolio of advertising agencies and brand consultancies: BBH, VCCP, Ogilvy Action, Identica, The Corner, Butterfly London and Your Future.   * Consulting on integrated brand communications solutions, CRM, innovation and ideation workshops. Clients: Kraft, McDonalds, npower, Coca Cola, Sudocrem, Colgate Palmolive, Danone, InBev, Effes, Akzo Nobel, Bernard Matthews, Costa.  Global Planning Director at Havas Worldwide , London June 2009 — November 2011   * Strategic lead for the Reckitt Benckiser Home Care Power Brand Portfolio, market entry strategy for Vanish & Air Wick in China.  Planning Director at Cheil Worldwide , London January 2008 — June 2009   * Overall responsibility for strategic planning for Samsung Electronics, UK & Pan Euro Campaigns, DSC, CTV & HHP divisions.  Planner at CheethamBell JWT, Manchester December 2005 — January 2008   * Responsibility for strategic planning on Reckitt Benkiser (Cillit Bang, Gavison), COI Communications, HSE, John West, Sue Ryder Care. | |  |  |  |  |  | | --- | --- | --- | --- | |  | | Education | | |  | B.A. Hons English & History , University of London , London Graduated with high Honours (2:1) M.A. Renaissance Studies , University of Warwick , Warwick Graduated with high honours. | |  |  |  |  |  | | --- | --- | --- | --- | |  | | Extra-curricular activities | | |  | Mentor at Cherie Blair Foundation For Women , London August 2008 — February 2023  Mentoring youth in developing markets. | | |