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| Joanne Booth

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| Strategy Director  | United Kingdom | +447917771770 |

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| DetailsUnited Kingdom+447917771770jo@joannebooth.co.ukLinks[Linkedin](https://www.linkedin.com/in/jobooth1/) [Website](www.joannebooth.co.uk) Skills

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| Leadership |
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| Business Strategy  |
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| Marketing Strategy  |
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| Creative Development |
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| Communications Strategy |
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| Brand Strategy |
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| Research & Insight  |
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|  | 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.  |

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|  | Employment History |
|  | Group Strategy Director at TBWA Neboko , AmsterdamOctober 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 , DüsseldorfJuly 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 , LondonJune 2018 — July 2021Consulting 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 2018Consulting 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 , UAEJanuary 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 2015An 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.
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|  | 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.  |

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|  | Extra-curricular activities |
|  | Mentor at Cherie Blair Foundation For Women , London August 2008 — February 2023Mentoring youth in developing markets.  |

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