

# **SIMON WAKEMAN BA(Hons) DipM Dip CIPR MCIM MCIPR Chartered Marketer**

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## **INTRODUCTION**

I am an entrepreneurial business leader with more than 20 years client and agency-side experience in the private and public sectors. I've always enjoyed working with digital technology to deliver lasting transformational change. I've done this in areas including marketing, e-commerce, culture, broadcasting, business systems, publishing, customer service and internal communications. I hold professional qualifications in public relations, marketing and change management.

## **CURRENT ROLES**

### **Chief Growth Officer - GreenShoot Labs Ltd - April 2020 onwards**

- Leading new product and service development at leading global conversational AI consultancy working with clients including consumer brands, governments, universities and media.

### **The Panoply Holdings Ltd - April 2020 onwards**

- Leading collaborative cross-company initiatives including shared service provision for group companies.
- Senior marketing advisor.

### **Non-executive Director - Deeson Group Ltd - April 2016 onwards**

- Board member overseeing 30 person digital transformation agency.
- Responsible for senior leadership transition to new Managing Director.

### **Director - Deeson Publishing Ltd - July 2018 onwards**

- Communications and publishing agency for membership organisations, successfully demerged from Deeson Group Ltd in summer 2018.

### **Director - Castle Street Holdings Ltd - July 2018 onwards**

- Commercial property business managing 3,500 sq ft tenanted office building.

### **Member, Business School Board - Canterbury Christ Church University - June 2015 onwards**

- Vice chair of non-executive advisory board providing strategic guidance, scrutiny and private sector insight to business school senior leadership team.

### **Trustee, The Caldecott Foundation - September 2018 onwards**

- Board trustee at charity providing specialist residential care, foster families, education and therapy to vulnerable and disadvantaged young people in the UK. Member of finance and audit/risk committees.

## **PREVIOUS ROLES**

### **Managing Director – Deeson Group Ltd – April 2016 to April 2020**

- Led 30 person digital transformation agency with bases in London and Canterbury.
- Full profit and loss responsibility – delivered 95% revenue growth in four years consistently exceeding industry benchmark net profit margins.
- Successful new business track record with major new account wins over multiple years.
- Delivered complex digital transformation projects for clients including ITV, Barnardo's, Johnson & Johnson, National Crime Agency, Royal Collection Trust, Imperial War Museums, The Scout Association and Shepherd Neame.
- Established effective multi-disciplinary agile software delivery teams. Developing and operationalising new services including digital transformation consultancy.
- Responsibility for all agency operations, including new business, marketing, project delivery, recruitment client service, finance and operations.
- Sold agency to AIM-listed The Panoply Group in December 2018 and led the agency's integration within the group.

### **Co-founder and Chief Operating Officer – GreenShoot Labs Ltd – October 2017 to February 2019**

- Operational responsibility for start-up at product development company working with conversational interfaces, applied artificial intelligence and machine learning. Exited to AIM-listed The Panoply Group in February 2019.

### **Director – Deeson Group Ltd – April 2014 to April 2016**

- Leadership role in growing digital agency, including responsibility for marketing, change management and client services .

### **Head of Communications – Medway Council & East Sussex County Council – February 2013 to April 2014**

- Led two communications teams comprising approximately 55 people across two geographically distant operating locations with responsibility for annual budgets of £2.4m.
- Implemented a new operating model for the East Sussex team, including skills development for team members to ensure successful implementation.
- Delivered strategic communications campaigns for external and internal audiences at the two councils, including frontline services reputation campaigns and change communications.

### **Head of Transformation Programme – Medway Council – January 2012 to February 2013**

- Secondment with responsibility for leading the council's business change programme in addition to my existing responsibilities for communications and marketing.
- This programme radically reshaped the council's operating model and implemented major new CRM, document management and mobile working solutions.
- Led a large programme team of council staff and external consultants. The programme successfully delivered annual savings of £4.7m by February 2013.

**Head of Communications and Marketing - Medway Council - November 2009 to February 2013**

- Launched major national campaigns covering policy and inward investment/regeneration.
- Led media response to difficult and sensitive issues that the council faced, including providing trusted counsel to the Chief Executive and political leadership, media liaison, preparation and training for interviewees and media handling.
- Produced the council's digital engagement and website strategy, leading to the allocation of capital funding to the relaunch of the council's website.
- Led website relaunch project which took a user-centred approach to deliver cost effective channel shift. Rated in top 10% of all council websites nationwide in 2012.

**Founder and Director - Oystertown Ltd - December 2002 to February 2013**

Oystertown Ltd was a small business I established in 2002 to provide digital marketing, communications and web services. As well as delivering projects personally I established a network of freelance contributors to service private and public sector clients.

**Head of Marketing - Medway Council - November 2007 to November 2009**

**Marketing and PR Manager - Medway Council - August 2004 to November 2007**

Led team of 25 responsible for the council's communications and marketing activities.

**Account Director - Enterprise IG - January 2004 to August 2004 (short term contract)**

Leading accounts including BP, Vodafone, Nominet and SABMiller.

**Marketing and Customer Experience Manager - Egg - December 2002 to January 2004**

Strategic development and delivery of new marketing and communications propositions.

**Channel Marketing Manager - Egg - May 2001 to November 2002**

Developed and implemented integrated offline and online marketing communications programmes.

**Partner Marketing Manager - Open Interactive - April 2000 to May 2001**

Marketing campaigns for the world's first interactive television service.

**Graduate Marketing Trainee - The Boots Company PLC - September 1998 to March 2000**

**EDUCATION**

Inspiring Leadership through Emotional Intelligence - Case Western Reserve University, 2015

Horizon Advanced Leadership Development Programme - PwC, London, 2012-13

APMG Accredited Change Management Practitioner - Pearce Mayfield, 2012

CIPR Diploma in Public Relations - PR Academy, 2007-8

CIM Postgraduate Diploma in Marketing - RRC Business Training, 2002

CIM Advanced Certificate in Marketing - Cambridge Marketing College, 2000

BA Geography (Hons) 2:1 Classification - University Of Nottingham, 1995-98

A - Levels - Economics (A), Chemistry (A), Geography (A) - Exeter School, Exeter, 1994-94

GCSEs - 11 subjects at A grade (including Mathematics and English) - Exeter School, Exeter 1987-92