**Andrew Mann**

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**Omni-channel Marketing Director with a consistent record of break-through commercial success within brand development, data driven marketing, pricing & loyalty strategies across retail and broad range sectors & companies.**

* **Board level accountability for FTSE100 brands & leadership of multi-disciplined marketing teams.**
* **Innovates & transforms the customer experience by leveraging brand strengths data driven analytics & technology driving L4L growth & profitability across all platforms.**
* **Strong strategic & operational capability that successfully links functional specialists to commercial results.**

**CAREER SUMMARY**

**OXFAM**  NED Supporter-Engagement Board 2018-Present

**NORTH BAILEY** Partner 2019- present

**MARKS & SPENCER** Head of Insight & Loyalty 2018-2019

**ASDA**  VP Insight Pricing & CRM 2016- 2018

**COOP GROUP** Customer Director / Customer Data Director 2013 - 2016

**SAINSBURY’S PLC** Insight & Loyalty Director 2009 - 2013

**TESCO PLC** Clubcard Director 2004 - 2009

**BRITISH GAS** Head of Marketing / Head of Internet 2001 - 2004

**C0CA-COLA** / Global Brand Director /Marketing Director 1987 - 2001

**CADBURY SCHWEPPES**

**EXPERIENCE**

**NED ROLES**

**OXFAM Fundraising / Supporter Engagement Board 2018-Present**

Appointed to create support supporter-engagement with Brand, Loyalty, CRM, Digital, Retail expertise

**Executive Roles**

**NORTHBAILEY Partner 2019- Present**

Brand Consultancy and Market Research Agency

**MARKS & SPENCER Head of Insight & Loyalty 2018- 2019**

Appointed to create a step change in Data & Digital in M&S turnaround

*Key achievements:*

* Creation of strategic innovative approach to Insight & Loyalty starting with the customer, developing CLV Model, embedding NPS and getting agreement for the development of Sparks and a Customer Growth Engine

**ASDA WALMART VP Insight Pricing & CRM 2016-2018**

£20B Food/Non-Food retailer with financial Services & digital businesses

Appointed to create step change in L4L Sales with remit to create data-driven organisation to accelerate turnaround.

*Key achievements:*

* Established cultural change to embed the use of data-driven insight to deliver commercial imperatives creating customer focused, agile data driven integrated retailer.

**COOP GROUP Customer Director & Customer Data Director 2013 - 2016**

£12bn convenience retailer/funerals/insurance &legal services with 5m members & 80k colleagues.

* Remit changed soon after appointment when the Coop suffered a £2bn loss & corporate scandal. Focus changed from transforming retail organisation to cost cutting, selling businesses & redefining Coop Retail.
* In Q2 2015 asked by CEO to take on a Group role to develop a strategic platform to exploit the power of data in this member-owned organisation.

*Key achievements at Coop :*

* **Customer Director - Coop Food**
* Focused organisation on convenience retailing by creating and implementing an innovative Coop Food Customer Offer which reversed 6 years of L4L decline driving L4L growth ahead of market in 2014/15/16/.
* Developed Strategic Platform / proposition for Coop Membership Relaunch in 2016/17.
* Executed a segmented format strategy; journey led c-stores vs small supermarkets. Refits +10% Y2. Developed & Rolled out Own Brand & Pricing Strategy.
* **Customer Data Director**
* Achieved Operating Board Agreement to a major review for a group strategic platform aligned to GDPR to use data to accelerate the rebuild of Coop (People, Processes, Systems, Governance).

**SAINSBURY’S PLC Insight & Loyalty Director 2009 - 2013**

£20bn food/non-food retailer with financial services. 12 million Nectar members and 150,000 colleagues.

* Appointed during the “Making Sainsbury’s Great Again” transformation. Remit to create customer focused data driven organisation to accelerate the 2nd phase of transformation. Reported to Customer Director.
* Requested to act as Marketing Director (maternity cover) reporting to Justin King CEO.

*Key achievements:*

* Established cultural change to embed the use of data-driven insight to deliver commercial imperatives creating customer focused, agile data driven integrated retailer. This data legacy continues today.
* Refocused Sainsbury’s to develop Nectar as a strategic tool, renegotiated £1bn contract with Aimia. Built store and digital capability and customer data strategy to develop the customer experience and drive L4L sales.
* L4L growth achieved using targeted investment in data driven CRM communications in integrated multi-channel strategy (Direct Mail, Coupons-at-Till, email) more effectively than increased promotional investment.
* Led development of Sainsbury’s Brandmatch proposition (copied by Tesco, Morrisons) driven out of customer insight; increased customer transactions and improved loyalty.
* Transformed understanding of pricing/promotions strategy, enabling rapid response to discounter challenge.
* Step-changed capability in Sainsbury’s creating JV data services organisation and recognised by MRS as “Insight team of year 2012”, and Loyalty World “loyalty leader of year 2012”.

**TESCO PLC Clubcard Director 2004 - 2009**

No1 UK Retailer £40bn T/O with stores, food and non-food online, financial services and telecoms divisions.

* Joined during unprecedented growth. Remit to refocus the organisation on Clubcard and develop data driven decisions in Stores and across dotcom, Bank and telecoms. Reported to UK Marketing Director with team 120

*Key achievements:*

* Developed and implemented strategic transformation for 21st century Clubcard in UK, making it more rewarding (launching Deals/Airmiles and Points Offers), easier to use (key fobs/digital, instore).
* Re-energized 450,000 colleagues with cultural shift resulting in increased Clubcard usage by 3m members and +4% store participation, L4L sales growth in UK, and rollout of Clubcard-in-the-box internationally.
* Devised Tesco Customer Data Strategy and transformational data driven CRM communications programme using Direct Mail, Coupons and email driving customer numbers and L4L sales growth.
* Built stakeholder relationships across Tesco matrix to embed Clubcard across business driving L4L growth in Services (dotcom, Bank, Telecoms) by accelerating cross-trading element from 1m to 3m Clubcard holders.
* Drove transformational insight capability in Tesco/dunnhumby making the business better, simpler & cheaper.
* Launched £50m Gift-card business.

**BRITISH GAS Head of Marketing & Head of Internet 2001 - 2004**

Leading UK energy supplier with 16m customers and £40B turnover.

* Joined Centrica/BG as part of transformation leadership team to refocus the organisation on customers

*Key achievements:*

* Aligned British Gas brand unit around single Brand Proposition/ Brand Idea implement a through the line Communications plan -Gained recognition with Marketing Effectiveness Award 2004

**COCA-COLA COMPANY Global Brand Director 1999 - 2001**

Joined Coca-Cola following the acquisition of Cadbury Schweppes Beverages. Led the UK marketing integration & appointed Global Brand Director, Dr Pepper to lead strategy working with business units and bottlers globally.

**CADBURY SCHWEPPES Marketing Director 1987 - 1999**

Joined as Graduate Trainee. Developed career in UK, Global operations/strategic marketing roles in UK & Ireland.

**QUALIFICATIONS**

University of Durham St Chad’s College BSc (Hons) Psychology