**Jennifer Peart, MBA, MCIM, MIDM**London | 07703 278859 | jpeart@clockspeed.co.uk

**Performance-Driven and Results-Oriented Senior Marketing Executive | Over Two Decades’ Success**

**International experience spanning Private Equity (PE)-backed start-ups, SMEs and enterprises**

Innovation-led Chief Marketing Officer (CMO) and Product Marketing professional passionate about securing competitive advantage through digital transformation across public / private sectors. Secured multimillion-pound sales growth while optimising profit margins through robust pricing strategies, alongside fully integrated marketing and product strategies targeting international audiences. Adopted a motivational leadership style to empower talented international teams of up to 24 staff in matrix-managed settings. Recognised for expertise defining and deploying profitable go-to-market strategies, value propositions and commercial product plans. Mitigated programme / operational risks via effective governance and stakeholder engagement at all levels (from Board, down). True digital native; receptive to new and emerging technologies, including trends in Cloud / SaaS architecture.Developed compelling propositions and campaigns in line with £MM budgets while developing mould-breaking brands / products with ‘digital-first’ visions.

**// Core Competencies**

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| --- | --- | --- |
| * Product Management
* Analytical Thinking
* Pricing Models
* Channel / Partner Strategies
 | * Marketing Strategy Development
* Data-Driven / Segmentation Analysis
* Persona / Multi-Channel Marketing
* Programme Management (MSP)
 | * Budgetary Controls
* Stakeholder Engagement
* Product Propositions
* Decision-Making
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**// Consulting Highlights**

**CLOCKSPEED MARKETING, London 09/2003 – Present**

**Founder / Director (Marketing and Product Consultancy – B2B / B2C)**

Create compelling marketing propositions while defining effective strategies, tactics and expected outcomes for clients, including global software publishers, SaaS providers, IT managed services, telecoms, heavily regulated financial services and government bodies - securing Return on Investment (RoI) across integrated global marketing / product marketing efforts while facilitating positive organisational transformation through future product strategy and road-mapping.

**Key consulting projects**

* Defined consistent product propositions / overarching customer messaging supporting New Product Introduction (NPI).
* Optimised mobile engagement for clients of retail mCommerce consultancy, Starfish 360 via strategy definition and workshop facilitation.
* Delineated and optimised strategies for client delivering mobile communications, as well as Unified Communications as a Service (UCaaS) strategy on behalf of global mobile operator, Vodafone.
* Embedded product marketing approaches and delivered collateral for an enterprise software / SaaS solutions provider.
* Set value proposition for a mobile app targeting young people to provide online counselling services.
* Enhanced product delivery best practices through engagement with Technical Delivery stakeholders while assessing exiting product management / delivery processes and coaching Product Directors.
* Defined product propositions and customer facing pricing models for services of a leading supplier of SaaS and IT managed services.
* Delivered Bring Your Own Device (BYOD) propositions for Barclays Retail, including baseline strategy and proposition content; increased employee engagement through creative communications strategy.

**// Interim Placements**

**AUCTION TECHNOLOGY GROUP 05/2019 – 02/2020**

**Chief Marketing Officer (CMO)**

Engaged at a senior level within this leading provider of online auction platforms to inform marketing strategy through both creative and data-driven insight; defined brand touchpoints aligned with strategic direction. Maximised marketing capability to improve customer data while harnessing market research and analytics to create impactful campaigns.

**Key achievements**

* Developed marketing strategy for five e-commerce platforms within a budget of £1M.
* Increased revenue by having delivered first end-to-end integrated campaigns.

**// Interim Placements continued**

**MINDS FOR LIFE / XENZONE 03/2017 - 12/2018**

**Head of Product (Mobile Applications)**

Coordinated all aspects of product management and pricing (from conceptualisation to use) for this PE backed company while

architecting a global go-to-market strategy.

**Key achievements**

* Defined, owned and articulated product vision and roadmap to stakeholders via multiple channels.
* Created a suite of mental health mobile apps from inception to launch targeted at consumers.
* Defined business and customer requirements for strategic platform transformation.
* Gathered and assimilated user insights to facilitate data-driven decisions, having consulted with B2B / B2C clients while delineating requirements.
* Undertook market analytics and key metrics; defined go-to-market planning and competitive position.
* Embedded a consumer-centric focus, identifying user needs to deepen user experience (UX) and user engagement.

**MCGRAW-HILL EDUCATION 06/2016 – 12/2016**

**EMEA Marketing Director**

Authored EMEA marketing strategy for print and digital educational solutions to increase brand awareness and demand generation while managing EMEA launch of global digital product alongside four direct reports and team of 18.

**Key achievements**

* Developed and delivered imaginative and high-impact marketing campaigns, working seamlessly across all channels.
* Launched new digital education product, through management of EMEA-wide cross-functional team; exceeded targeted EMEA beta customers by 200%.
* Shaped and executed fully integrated EMEA-wide marketing strategy.
* Implemented integrated digital marketing strategy; contributed to digital marketing content brainstorming to create ideas driving brand engagement across B2C and B2B.

**NOMINET 09/2014 - 08/2015**

**Chief Commercial Officer**

Created and implemented marketing, multi-channel sales, Public Relations (PR), communications and product strategy while monitoring and minimising expenditure in accordance with a £2M budget.

**Key achievements**

* Led, motivated and strategically directed four direct reports and 20 staff.
* Created and implemented first fully integrated marketing and co-marketing programme, including PR, lead generation, content generation, online marketing, in-house and external events and social media.
* Increased sales by 100%+ within promotional campaign’s first month.
* Delivered highest ever number of domains under management in Nominet’s history.
* Defined and delivered first segmented customer and partnership programmes.
* Implemented lead generation programmes for direct sales and channel partner programme.
* Devised and executed tiered channel engagement strategy, underpinned by targeted account plans.
* Developed and introduced first Partnership Programme, engaging both government and industry level stakeholders.
* Project managed office rebrand and full branding refresh.

**EQUIFAX UK 03/2011-03/2012**

**Marketing Director and Head of Products**

Shaped and optimised promotions and data acquisition strategy, alongside PR, product management and pricing strategy while managing four direct reports, 24 staff and £1M marketing budget.

**Key achievements**

* Maximised sales revenue through integrated multi-channel and segmented go-to-market strategy.
* Improved speed to market for services, through new product and services innovation programme enabling prioritisation of projects.

**// Early Career Highlights**

**UNITED KINGDOM HYDROGRAPHIC OFFICE (UKHO) (MOD) 03/2008-09/2010**

**Interim Head of Products and Marketing (Global)**

*Enjoyed progression within this Ministry of Defence trading fund providing navigational products and services to the marine / shipping market (annual revenues of £110M).*

**Interim Head of Products, Digital Services and Programmes | 03/2010 – 09/2010**

Managed digital roadmap, product management, technical consultancy, digital data supply and digital programmes while leading and mentoring three direct reports:

* Ensured strategic alignment with business plan by consolidating product roadmap.
* Introduced first product management career framework and coaching programme**.**

**Interim Head of Marketing, Sales, Customer Services and Print Supply | 03/2009 – 03/2010**

Coordinated end-to-end customer operations, including: marketing, sales, customer services, pricing, product management and print supply:

* Exceeded £100M sales targets for both paper and digital products revenue through global partner sales channel.
* Improved monitoring and productivity, against agreed Key Performance Indicators (KPIs), by reshaping customer services and implementing structured processes.
* Increased profit margin on products and services by 5% through controlled pricing strategy.
* Introduced product insight processes and formal life-cycle management, transitioning products from analogue to digital.
* Implemented structured assessment and revision of existing product portfolio and pricing.

**Interim Head of Digital Products / Sales and Marketing Director | 03/2008 – 03/2009**

Seamlessly transitioned UKHO through digital change by defining structured product management process and overarching vision, strategy and objectives while managing nine staff:

* Consolidated and integrated digital vision and programme frameworks.
* Shaped and influenced critical strategies into a digital outlook.

***Previously enjoyed 17+ years’ success spanning senior marketing and product management roles.***

**// Professional Development**

**Practitioner, Managing Successful Programmes (MSP) 2007**

**Diploma in Marketing, Chartered Institute of Marketing (CIM) 1991**

**// Education and Qualifications**

**Master of Business Administration (MBA), Warwick Business School 2003**

**BA (2:1 Hons) in Business Studies, South Bank University 1991**

**// Memberships and Affiliations**

**Member, Institute of Direct Marketing (MIDM)**

**Member, Chartered Institute of Marketing (MCIM)**

**// Other Positions**

* Volunteer Marketing Management Consultant for Cranfield Trust Charity, (B2C).
* Trustee for mental health charity, WPF Therapy.