

# ANDY CLARKE

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## PROFILE

A successful change and transformation specialist, (Prince 2 Practitioner qualified), within marketing and sales for globally renowned brands through to medium-sized entities.

This proactive project leader inspires teams with an insight-led, user centric approach, blending business case and change communications to achieve target operating models. Combining a head for efficient, tech-led processes and a heart for human relationships, Andy enables effective transformation for boards and divisional heads to benefit from embedded user adoption, improved client retention and increased, profitable growth through an effective harmony between sales, marketing and digital transformation.

With extensive experience across global B2C and B2B markets, Andy has delivered positive change in a variety of sectors including consumer, engineering, manufacturing and digital innovation. He has successfully partnered on martech, creative, transformation and change adoption strategies with brands including BMW, Ferrari, Mercedes Benz, IWG (Regus) BP, Shell, Caterpillar, Proctor & Gamble, KFC, Costa, Knight Frank, Keller Williams Commis, CHILI publish and others.

## ACHIEVEMENTS

- Developed end to end, integrated communications for an automotive brand that was objectives-led, with improved NPS, audience satisfaction and linked to prospects and customer sales
- Developed an innovative global communications strategy that led to a new automotive model being placed in a Bond film which resulted in wide acclaim, better ROI and recognition for breakthrough comms
- Developed a distributor strategy for operational change for an automotive brand that improved sales, model mix, profit, and regional representation
- Developed a new retailer marketing support function and range of communications services for local deployment
- Started a new creative and marketing communications company with a new proposition that led to 6 major client wins and 60 months of uninterrupted profit
- Stabilised, rejuvenated and developed an agency communications team which led to all client KPIs being exceeded within 6 months

## SKILLS

- Strategy and value proposition development
- Planning and organisational skills
- Stakeholder, budget and project management
- Communications development
- Channel management (traditional, social and digital)
- Change and transformation roadmap
- Target operating model development
- Workshop leadership
- Marketing technology (DAM, CRM social and digital)
- Creative and content briefing and development
- Process development/roles and responsibilities
- Innovation

## CAREER HISTORY

**2004 - Present**

### Heads Up Hands On Consulting Founder & Director

A strategic and agile project management consultancy specialising in growth and change management environments. Client assignments include:

**CHILI PUBLISH** (Multi-channel creative automation SaaS platform for global brands, agencies and large media groups)

**January 2022 to date**

- Business development strategy and responsibility for UK, Ireland, APAC and India
- Develop agency go to market strategy inc. ABM development and B2B event leverage
- Salesforce and Outreach data management
- Support marketing in content development
- Sales target delivery (Annual Recurring Revenue)

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## CAREER HISTORY

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**Heads Up Hands On Consulting** assignments continued

**KELLER WILLIAMS** (World's largest estate agency)  
**Business Director, Interim, 6 months project**

- Led adoption of a new marketing subscription model
- Sounding board to CEO and CMO on go to market
- Coached and developed new team of marketers

**KNIGHT FRANK** (Leading global residential and commercial property business)

**6 month project**

**BRIEF: Rejuvenate a marketing transformation project**

- Advised C-Suite and senior business partners on digital transformation relating to martech. development and adoption
- Improved sales and marketing alignment across teams
- DAM and workflow system implementation to 300 distributed users, agency review, re-alignment and internal creative studio build

**PIMENTO** (Virtual marketing agency network)

**28 month project**

**BRIEF: Implement strategic growth across memberships, clients and innovation**

- Delivered South West regional agency and membership growth
- Strategic development of the Pimento brand, proposition and go to market approach

**F1 EXPERIENCES** (Global partner for Formula 1)

**3 month project**

**BRIEF: Develop a sales change programme for growth across two business channels**

- Developed a global brand partner and event marketing strategy for Elite Supercar Tours
- Increased sales for the new F1 Experiences at global Grand Prix circuits through improved digital client acquisition

**SPEEDY SERVICES** (Tool hire company for the construction industry)

**3 month project**

**BRIEF: Improve sales, introduce growth strategies and improve operations**

- Developed successful business development growth and satisfaction strategies through a team of 200+
- Embedded new divisions to support cross selling and operational efficiencies

**CRUNCH COMMUNICATIONS** (PR, activation & events agency)

**6 month project**

**BRIEF: Implement a sponsorship appraisal and project management approach for a growth programme for global oil client**

- Developed insight-led sales and marketing plan to drive global motorsport activation
- Built foundations for a 5 million Euro business with 400 users, 3,000 guest users, across 10 lines of business in 70 countries with a 94.2% satisfaction rating through global stakeholders

**IWG (REGUS)** (Global leader in flexible office solutions)

**6 month project**

**BRIEF: Introduce a sales and marketing alignment programme**

- Global DAM implementation, including system taxonomy, asset metadata and ingestion to leverage content and provide POS services to users providing visibility, consistency, quality and control
- Scope: 100 markets to 5,000 users, for 2,500 outlets in 50 languages

**COMMUNISIS PLC** (Outsourced marketing and communications provider)

**21 month project**

**BRIEF: Develop a MARTECH proposition, grow revenue and realign sales operations and technology teams**

- Rejuvenated marketing technology and data product sales including new brand, product development and cross selling capability
- Developed "Team, Technology and Transformation" proposition and formalised the agile project management approach helping clients to digitize their operations
- Built go-to-market strategies for: MRM (Aprimo), DAM, POS, Event-Driven On-Demand Comms, Marketing Automation, Data

**CENTIGRADE UNLIMITED** (Global B2B marketing agency)

**21 month project**

**BRIEF: Stabilise Swiss client accounts, introduce growth strategies and improve profitability and satisfaction**

- Developed marketing and sales plan to increase awareness, build relationships and deliver sales
- Increased business (6 new clients) - revenue (+18%), profit (+9%) with a 7% margin uplift and improved client satisfaction

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## CAREER HISTORY

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**PROCOOK** (A national multi-channel homewares retailer)

**24 month project**

**BRIEF: Redefine brand proposition, build, develop and grow a marketing function to increase sales**

- Increased web sales by 50% through multi-channel marketing including digital and PR
- Increased sales through catalogue and new design look stores

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**1999  
- 2004**

**Orckid LSM London  
Co-Founder & Director**

**Retail marketing and creative agency**

- Developed local marketing agency proposition and growth strategy with full P&L responsibility
- Delivered the 5-year profit plan in less than 4 years and secured 6 major new retail clients
- Developed outsourced marketing for 2,000+ direct and franchise businesses under global brands

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**1985  
- 1999**

**BMW Group  
Variety of roles across the globe**

**World-renowned premium automotive company**

**Marketing Services Manager (BMW Group, UK)**

- Developed a new marketing services function with a £3m budget and implemented a project management approach for product marketers
- Developed 3 brand web sites linked to CRM, achieving better spend and response rates
- Developed internal communications plan – business TV (weekly), conferences (84% satisfaction)

**Regional Manager (BMW, Canada)**

- Developed sales and aftersales strategy and delivered record results thru' 300+ personnel and new retail appointments
- Over delivered in sales (+15%), service, market share & model mix objectives with £60m+ turnover

**International Advertising Manager (BMW Global Group, Munich)**

- Developed pan-European brand communications campaign
- Developed communications strategies for 4 new global premium products, including showcasing BMW roadster in a James Bond film
- Developed USA brand communications strategy

**3 Series Product Marketing (BMW – UK)**

- Developed 3 Series product marketing plan - record sales and margin plus price and volume planning
- Re-positioned 3 Series Coupe in UK market with fully integrated marketing activity and presentations to press and dealers

**Sales Promotion Manager (BMW – UK)**

- Developed over 600 brand activation customer, sponsorship, partner and internal communication events

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## PROFESSIONAL TRAINING & EDUCATION

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- BSc Finance and Accounting (Salford University)
- BMW International Management Training
- CAM/CIM Diploma in Digital Marketing
- Prince 2 ® Practitioner Project management

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## PERSONAL

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- Fluent in English, French and conversational German
- Interests – travel, cricket, golf, cycling and skiing
- Charitable activities for VSO, Bike Bath and various youth sports clubs