

# Stephen Brown

## Powerful marketing to grow your business.

I have developed and implemented growth strategies for consumer brands and corporates, leading marketing teams in B2B, B2C, SAAS, tech, start ups, scale ups, multi nationals businesses and global professional service institutions in the UK and globally.

- Increase revenue
- Optimise ROI
- Reach more of your audience, more often
- Generate more demand for your products
- Close more leads more quickly
- Improve product adoption and customer retention

I know the questions to ask to make the business think about its objectives, and I'm not afraid to challenge assumptions. It's a process based on research, insight, and a little intuition. I'm innovative and creative, and laser focused on delivering commercial success.

I have worked with boards and senior management teams to identify opportunities, build brands, streamline costs and grow profitability. I know how to lead successful marketing teams and direct strategy. I have successfully built relationships in matrix structures and with agency partners. I love working in fast paced environments, rolling my sleeves up to get things done!

Passionate about social purpose, problem solving and making a difference, I believe businesses must create a big impact and leave a small footprint.

## I will grow your business sustainably and at scale.

### LEADERSHIP

- 25 years of experience delivering growth
- Establishing marketing functions and systems
- Building and directing teams
- Collaborating with stakeholders
- Leading agency relationships
- Working with boards and senior leadership teams

### STRATEGY AND PLANNING

- Market and customer research
- TAM and SAM analysis
- Go to market planning and implementation
- Setting targets and developing strategies
- Budget management and ROI optimisation
- Performance evaluation and reporting

### DEMAND GENERATION

- Acquisition lead generation
- Lead nurture and pipeline conversion
- Retention, upsell, cross sell campaigns
- Loyal and subscription
- Marketing automation

### CAMPAIGN PLANNING AND EXECUTION

- Website builds, content, and registration forms
- SEO, PPC, Google Ads, Facebook Ads, Paid LinkedIn, Organic Social Media
- eComms and in-store promotions
- Events, Webinars and Podcasts
- eMail and direct mail
- ABL, TTL, BTL - TV, Radio, Outdoor, Press

### PRODUCT AND CONTENT MARKETING

- Thought leadership and reports
- Portfolio management and product launches
- Product positioning, features and benefits
- Case studies
- Competitor comparisons
- PR

### BRAND BUILDING

- Customer research and insight
- Rebranding, positioning and roll out
- Governance and stewardship
- Design and tone of voice
- Awareness campaigns

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## LEGATICS

### Head of Marketing

Oct 2021 to JULY 2023

Senior leadership position, reporting to the CCO with ownership of all brand, lead generation, acquisition, retention and product marketing strategy at this Series A funded SAAS Legal Tech start up business that provides AI software solutions for the enterprise and mid-market firms in the Legal profession. I built a marketing function from the ground up, recruited a team of content, channel and demand generation specialists and delivered marketing sourced growth.

- £1.1m of marketing sourced opportunity delivered to the pipeline.
- 70% of new business marketing sourced, 90% marketing influenced.
- 50% increase in revenue in 12 months.
- Customer marketing programmes increased adoption by 100% with £1tr transactions managed on the software.
- Recruited and mentored a high performing marketing function - growing from 1 to 4 team members in 6 months.
- Implemented systems, processes, and technology to track campaign impact - integrating Hubspot & Salesforce.
- Developed reporting and KPI dashboards, setting the benchmarks for key metrics such as CPL, CAC and ROMI.
- Identified our total addressable market, optimising marketing automations and nurtures.
- Working with sales to identify pipeline stages, track conversion and progress, and provide support collateral.
- Created multi-channel marketing plans, including social media, digital, events, webinars, partnerships and PR. Successfully delivering high quality MQLs from large law firms in the UK, Europe, APAC, USA, and South America.
- LinkedIn follows up from 400 to 4000 in 12 months.
- Regular webinars attracting over 200 attendees each month.
- Developed and launched a new website (doubling page visits and demo requests).
- Directed content marketing, thought leadership and blogs - including a partnership with YouGov that investigated burnout in the legal profession and secured national coverage in trade press.
- Implemented product marketing, wrote GTM strategies and oversaw new product launches.
- Wrote the go to marketing strategy for the Legatics 2 product and developed tactics for customer transition.
- Attending key trade shows in the US, UK and Europe - creating a pipeline of opportunity worth £500k.
- Managed budgets.
- Reported performance at board level.

## DEXT

### Global Head of Country Marketing

Dec 2019 to July 2021

Senior leadership position, reporting to the CMO at this successful Series C funded Scale Up Fintech SAAS business selling to SMEs, e-comm businesses and mid market accountants. I directed a team of 15 across the UK & Europe, USA & Canada, APAC and South Africa - responsible awareness, lead generation, conversion, acquisition, upsell and cross sell, driving 18% year on year revenue growth.

- Directed strategy, working with the senior management leadership, board and external partners.
- Controlled the £5m global marketing budget.
- Multi-channel integrated campaigns - full digital mix, events and webinars, content marketing, email & direct mail campaigns, PR, social media, in-app and telemarketing, delivering 40000 MQLs and 2000 new customers.
- Grew business by £5m (18% growth in the pandemic), 60% of all new business marketing sourced.
- Launched a new brand identity globally - including an online event that generated 5,000 registrations.
- Launched product extensions and new products, wrote GTM strategy and pricing plans, communicating upsell and cross sell opportunities to over 1 million prospects and existing subscribers.
- Owned third party relationships and partnerships - working closely with media and membership organisations in strategic territories to expand reach and awareness within the accounting profession.
- Commissioned customer research to understand the needs of the audience.
- Developed advanced tracking and attribution modelling to measure channel and campaign effectiveness.
- Worked with sales to implement Account Based Marketing programmes targeting high revenue prospects.
- Instrumental in securing VC funding that led to buy-out in April 2021 by HG Capital.

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## ICAEW

### Head of Brand and Insight

Aug 2016 - Dec 2019

Global Brand owner and expert for ICAEW, the 140-year-old Accountancy Institution and regulator. I directed an agile, innovative, and fast paced brand, design and insight team that launched an entirely new brand in 6 months and delivered an international awareness campaign on social media, web, video, podcasts, and outdoor media, reaching 100 million impressions with SMEs, achieving double digit web traffic growth, creating positive brand sentiment and driving record numbers for student recruitment and member subscription.

- Directed the global brand repositioning of ICAEW for members, staff and external audiences - working with agency partners to develop a new visual identity, securing buy in from council and working to roll out adoption across the 125,000 members in 160 countries.
- Created the Trust Leadership social purpose for the Chartered Accountancy profession of 1.8 million people, I led a work group of international membership organisations to define the vision and unify the councils of a very disparate group of 11 institutes from each continent.
- Wrote new brand strategy, architecture, guidance, tone of voice and identity.
- Responsible for final sign off on all design process and agency relationships across the globe.
- Conducted international brand perception research.
- Delivered integrated multi-channel marketing campaigns - Digital, Social Media, PR, events and Outdoor.
- Sign off for product portfolio marketing across the institute's student, faculties, and departments.

## CIMA

### Head of Corporate Communications

July 2012 - Aug 2016

Ownership of global communications, marketing, brand, events, and insight at the Chartered Institute of Management Accountants.

- I oversaw student recruitment, member and corporate communications.
- Led the brand, design, events and corporate communications and country marketing teams.
- Brought clarity with a simplified strategy to articulate the core acquisition and retention messaging.
- Introduced new brand architecture, guidance and identity.
- Developed the 'Become a CGMA' Global student marketing activity, recruiting 97,000 new students in the UK, South Africa and Asia regions (a 400% increase and £500m in future revenue).
- Led the go to market for the new syllabus - product development, collateral, website and launch promotion.
- Sign off for all thought leadership and accounting content across the product portfolio.
- Responsible for the global 'Stronger Together' campaign to galvanise member support. Achieving 90% backing and a 200% increase in engagement. Resulting in a sector disrupting merger with AICPA in 2016.
- Owned external agency relationships.
- Created new website and brand films to communicate position.
- Represented CIMA at the International Integrated Reporting Council and led CSR comms.

## MTV VMAs

### Marketing Project Director

6-month project in 2011

- Directed international project role to deliver the MTV awards in Belfast.
- Led marketing team, worked with key sponsors, partnerships and managed agencies.
- Opened pop up retail venue.
- Managed shopping mall events for competitions and free tickets.
- Devised social media, radio and press campaigns to raise awareness.
- Created a huge buzz ahead of the awards with 5000 people at the store on the opening night and a twitter melt down!

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## UNILEVER

### Brand Consultant (Cornetto and Kids Ice Creams)

6-month contract in 2011

- Reporting to the Category Director at the FMCG multinational company.
- Restored Cornetto to number one in out of home ice cream cone sector.
- Led the brand and product marketing team for Cornetto, Solero and Kids Ice Creams portfolio.
- Responsible for planning, agency relationships and international stakeholder management.
- Created impactful campaigns across PR, retail, in-store, TV, radio, print, social media, digital and trade.
- Owned Brand performance reporting.

## MERLIN ENTERTAINMENTS

### Global Brand Manager (SEALIFE)

Dec 2008 - Dec 2010

- Reported to the Brand Director for Sealife and Dungeons at the world's largest visitor attraction company.
- Managed the brand and acquisition marketing activation teams in the UK & Europe and North America.
- Improved ticket yield, increased visitor numbers - satisfaction scores of 95% and £4m in incremental revenue.
- Responsible for audience research and customer satisfaction in attraction.
- Won board approval to reposition Sealife brand strategy.
- Created new brand architecture, guidance and identity.
- Opened new concept attractions around the world.
- Delivered global and local multi-channel marketing communications campaigns and PR.
- Promoted the world-famous Paul the Octopus in the 2008 Euros and 2010 World Cup.
- Took the conservation message to the European Parliament to stop whaling.

## AND BEFORE ALL OF THAT

### Early career and education

- Swatch - led UK marketing and PR team, re-invigorated Swatch as the choice for fashion conscious consumers.
- Post Office, launching product campaigns across the 14,000 branch network.
- Ahmad Tea, new business development and global brand building.
- University of Kent, 2:1 BA(Hons) Politics and Government.
- Certified Circl Leader as Coach.