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Jon Denby, An experienced Digital Transformation and Experience specialist

Jon has been helping organisations, big and small, transform through **digital technologies, digital products and innovation.**

Jon's expertise spans a wide range of industries, including retail, FMCG, and automotive, and he is known for his ability to develop tailored digital strategies that meet the unique needs of each organisation driven in the foundations of enhancing the customer experience.

With a deep understanding of emerging technologies and digital trends, Jon is a trusted adviser to many companies looking to stay ahead of the curve and deliver exceptional customer experiences.

Employment History

Business Director - Product & Service at VCCP, London

August 2021 — Present

Responsible for the successful management of multiple programmes for the likes of Virgin Media O2, Fortnum & Mason and Sage, with an overall P&L in excess of £5million (2023).

These projects focused on the end customer experience, and across all I took more of an active role identifying product and experience opportunities, whilst leading a cross functional team across the agency at one time of c. 20 people (UX designers, UI designers, UX researchers, experience strategists, technologists etc).

Introduced lean approaches to creating digital experiences, including the formation of solution design squads, allowing multi-discipline teams to constantly discover, design, develop and iterate with clear roles and tracks.

I also worked within a new business function, focusing on small digital transformation clients. Typical project values were around £500k, typically with an associated commercial and project roadmap for up to two years following initial engagement.

Account Lead/Product Owner at Wunderman Thompson UK/Mirum/POSSIBLE, London

January 2019 — July 2021

Responsible for the commercial success of the Mercedes-Benz UK account, predominantly across commercial vehicles. The account was new to the business with a £720k budget for FY2019, and grown to £3million for FY2020 through the introduction of an innovative

sales platform to allow B2B customers to search for, and purchase outright or on finance, a commercial vehicle.

I was also responsible for and overseeing a cross functional solution design and product development scrum team based in London, Hungary and India. The team consisted of UX researchers, UX designers, UI designers, scrum master, frontend developers, backend developers and strategists.

I was also seconded in to the Mercedes-Benz business as a Product Owner for 2 months in March and April 2020 following the departure of a key client, working heavily with numerous stakeholders and managing the capture of business and technical requirements for the build of tools during the Covid-19 crisis response for Mercedes-Benz Vans.

Additionally I was the Account Lead for Aston Martin Lagonda, overseeing the day to day development activities of the multi-territory website, implementation of Salesforce tools, improving analytics and data competencies and most recently building a team to start on an eCommerce journey for Aston Martin across their merchandise, parts & accessories and also experiences.

I also sat as a member of the WPP Sitecore Alliance team and was actively involved in commercial pitches (minimum £2million value, most notably won an £8million, 3 year programme of work as pitch lead for a digital transformation programme with Motability), as well as also being an engaged member of other technology partnerships across WPP including the likes of Episerver and Jitterbit to name a few.

Business Director at MakoLab, London, UK & Lodz, Poland

January 2017 — January 2019

Head of UK Business for MakoLab, a Polish company. Developed business processes from scratch which allowed the business to push in to new markets and new business. Led daily scrum teams in London and Poland. Won business from major UK businesses such as Arup, Moss Bros PLC and Pentland Brands PLC, and posted a 300% revenue growth in the 2nd year of business by introducing, running and facilitating low cost product design sprints, unlocking long term business and product roadmaps. Was responsible for client services (UK only), new business (UK Only) and consultancy (globally).

Project Director at Isobar, London

March 2016 — August 2016

Directly managing a team of 3 project managers on the Huawei account across Global, Western Europe and United Kingdom. Projects ranged from digital communications, influencer based digital activations and digital platform development. Managing a programme of work valued in excess of £2.5million. Sadly Isobar was sunsetted, and I was made redundant.

Product Owner at HNS Data, London

October 2015 — March 2016

A contract role. A product designed to reduce insurance premiums by allowing people to actively monitor and rectify hazards, slips or trips in public areas. Launch clients included Burger King, KFC and Starbucks (franchisees). I was responsible for rapid prototyping, UX design and screen flows, business and technical requirements, high fidelity prototype development, technical POC creation, product roadmap and agile team facilitation and management.

The product itself was highly successful and attracted several offers of investment, however was kept private. I left the company when ending my self employment to join Isobar.

Digital Product & Strategy Consultant at Self-employed, London

June 2015 — March 2016

Undertaking several contract appointments.

Bubbleology - scope and creation of a mobile payments and loyalty platform across iOS and Android. I acted as product owner for this.

Gucci - Outlining the digital north star and guidance to achieving that strategy.

Heineken - Discovery & "Pub of the Future" POC/Prototype workshops.

During this time I also wrote a document outlining an approach to digital transformation around the three pillars of "People, Process and Technology".

Strategic Client Partner at hedgehog lab, London & Newcastle

March 2015 — June 2015

A contract role. This was a short term role to help create the foundations of both a client services and a product management function. Worked with start-ups from concept through to experience vision, creating funding packs to allow them to go to market for investment.

Product Strategist at Somo (now C&IT), London

March 2014 — March 2015

I worked with Somo to lead the retail and FMCG portfolio, focussed across product strategy and definition within the mobile and in-store space.

Key achievements:

- Development of a loyalty programme from paper to digital for Caffe Nero
- Creation of a provenance platform for Tesco to test "from farm to fork" - allowing someone to see the journey of food to ensure they are sustainable.
- Introduced Rapid Prototyping processes, unlocking seven figure uplift in revenue and multiple projects

Account Manager at Digital Annexe, London

March 2012 — February 2014

Worked in teams that developed the Mercedes-Benz Mobile Applications, and secured innovation budgets to develop early prototypes for the likes of Windows 8 and Spotify (the first brand to execute a branded app on the platform)

Successfully pitched and developed businesses cases for KPI and ROI driven projects, such as the Mercedes-Benz World eCommerce Website • Exposed the business to over 20 different pitches with a variety of different businesses, such as Hasbro, Canon Europe and McDonalds Europe.

Formed part of an internal team to create new products and quickly validate them, whilst also building business plans and financial targets around them

Owner at e-Shout Solutions Ltd, Middlesbrough

March 2009 — September 2011

- Developed and built fundamental digital agency practice
- Hired all graduates, expanded from 2 co-founders to 10 overall in as many months
- Won business pitches with Cable & Wireless, Virgin Media, Lloyds TSB and Vodafone
- Developed an mCommerce framework and app in 2010 before anyone else in the marketplace (launched 2 weeks prior to Net-A-Porter launching theirs)
- Grew the business to £350k+ yearly revenue after 2 years

Education

MSc Marketing Management, University of Teesside, Middlesbrough

August 2009 — September 2010

Completion of MSc Marketing Management. Proficiency in Strategic Marketing Planning, Enterprise, Direct & Database Marketing and Marketing Communications. Also worked with several live clients during the course including fashion retailer Psyche as well as Jazzwise Magazine.

BA (Hons) Business Management, University of Teesside, Middlesbrough

September 2006 — May 2009

A course that focused on all aspects of business, however took the route of marketing. Developed skills in Relationship Marketing, Principles and Practices of Marketing and Business Strategy. Also took an interest and route in Project Planning and Management.

Links

[LinkedIn](#)

[Portfolio](#)

References

References available upon request