

Hey there! I'm **Jonathan Denby**. I help organisations, big and small, transform through **digital technologies, digital products** and **innovation**.

A digital professional with 9 years experience building solutions for big brands (via agencies) and start-ups, with a particular focus on digital transformation through the use of innovative technologies, platforms and processes.

WORK EXPERIENCE

Business Director, UK - MakoLab UK Ltd - December 2016 to Present

Heading up the UK business for Polish publicly floated company, MakoLab S.A. I am responsible for the acquisition of new customers, the development of the customer portfolios, the scoping and long term development of customer products and the overall go to market strategy for the smaller MakoLab customers. I also hold the entire P&L for the UK operation.

Project Director - Isobar UK - March 2016 to September 2016

Directly managed a team of 3 project managers on the global Huawei account. Projects ranged from digital communications, influencer based digital activations and digital platform development. Managing a programme of work valued in excess of £2.5million. **Left Isobar due to mass redundancies.**

Product Owner - **CONTRACT** - HNS Data - October 2015 to March 2016

Certainly not sexy, however 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). Parted ways after funding was removed from the company.

Digital Product & Strategy Consultant - **CONTRACT** - June 2015 to March 2016

Undertaking several contract appointments, including:

- Bubbleology - Mobile payments and loyalty iOS & Android development
- Gucci - Digital vision assessment and strategy guidance
- Heineken - Discovery & "Pub of the Future" POC/Prototype workshops

During my time self employed, I also created a digital transformation workshop around the three pillars of "People, Process, Technology". Closed this down after joining Isobar UK.

Strategic Client Partner - **CONTRACT** - hedgehog lab - March 2015 to June 2015

Contract with a small post-PC/mobile agency, formed in Newcastle with a satellite office here in London.

- Built Client Services team and process, and led the team during my time there
- Developed human-centred product approaches and led all discovery workshops
- Digital strategies for clients that assisted the company to develop long term commercial plans
- Assisted start-ups through funding process, successfully funded 4 start-up businesses
- Average project value of around £150k-£200k

Senior Strategy Manager/Product Strategist - Somo - March 2014 to March 2015

Approached by Somo to work in the custom development team across retail and FMCG.

- Led Client Services for all retail clients including Tesco, John Lewis Partnership, Caffè Nero
- Developed rapid prototyping processes, which were subsequently executed by BP, Roche and Argos
- Developed and introduced web and mobile analytics processes to the strategy team
- Singlehandedly delivered and won Coca-Cola Enterprises pitch
- Mentored junior members of the strategy team
- Average project value of around £250k
- \$2.5million annual target achieved

Left the business due to little opportunity to grow further in to the business (very top heavy).

Strategic Account Manager - Digital Annexe - March 2012 to February 2014

Originally joined as an Account Manager, swiftly moving to a more New Business focussed role and strategic role across all accounts.

- Led 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
- Sat on the Senior Leadership Team
- Exposed the business to over 20 different pitches with a variety of different businesses, such as Hasbro, Canon Europe and McDonalds Europe.
- Built an internal team to create new products and quickly validate them, whilst also building business plans and financial targets around them
- Average project value of around £100k

Parted ways with Digital Annexe due to little investment in to the future of New Business and Product

Managing Director - e-Shout - March 2009 to 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

Shut the business following the recession and clients removing budgets to work with us.

CLIENTS



Mercedes-Benz



GUCCI



John Lewis

Waitrose

OFFICE



EDUCATION

MSc Marketing Management - Teesside University - 2009 to 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 - Teesside University - 2006 to 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.

References are available on request