

PAUL TREDWELL

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PROFILE

- Highly experienced business leader with a strong track record within the Communications sector
- Exceptional breadth of experience, particularly in communications strategy, relationship management and business development disciplines, within both the employment and self-employment spheres
- Proven expertise in leading and implementing communications programmes, delivering creative and commercial success/turnarounds
- A very capable communicator and simplifier
- A talent for people and relationship development
- An inspirer of loyalty

CAREER SUMMARY

2009 – present	MARKETING AND COMMUNICATIONS CONSULTANT Self – Employed
2009	OPINION LEADER Chief Executive
2004 – 2008	MARKETING AND COMMUNICATIONS CONSULTANT Self – Employed
1999 – 2004	SAATCHI & SAATCHI Managing Partner
1996 – 1999	THE LEAGAS DELANEY PARTNERSHIP Client Services Director Board Director
1993 – 1996	EURO RSCG / WNEK GOSPER Executive Director
1983 – 1993	Abbott Mead Vickers / BBDO Board Director Account Director
1979 – 1983	YOUNG & RUBICAM Account Manager Graduate Trainee

EDUCATION & OTHER

1975 – 1979	Cambridge University: BA Hons and LLB, Law
1967 – 1974	Queen Mary's Grammar School: 5 A Levels, 10 O Levels

- Member Institute of Practitioners in Advertising and Marketing Society
- Chairman NABS Rugby Sevens 2002 – 2004
- Married to Melanie with two children, Rosanna (24) and Rory (21)
- Interests include sport, especially rugby, keeping fit and collecting wine

MARKETING AND COMMUNICATIONS CONSULTANT

2009 – present: Self – Employed

Working with public, private and voluntary sector clients, as a strategic and communications consultant, through my own company, Bigfoot Consulting Limited. For example:

- Developing positioning and corporate narrative for Freedman International, an international marketing implementation company
- Working with Galvanic Ltd as marketing advisor for launch of new hand-held device to help understand and manage stress via use of an app/gaming platform
- Leading the development and execution of a communications strategy for the Faculty of Sport and Exercise Medicine
- Working pro bono as a member of the national Brand Task Group for YMCA England
- Designing and delivering business development and client/account management training for senior managers within Cello, a medium-sized marketing services group, and Starcom MediaVest, part of Publicis Omnicom Group
- Part time role as Interim Director of Communications for the Institute for Learning
- Advising on communications and stakeholder engagement for a key public health programme in the Department of Health
- Various relationship optimisation projects, including due diligence work

OPINION LEADER

2009: Chief Executive

Reporting to the founders, taking responsibility for P&L of Opinion Leader, a leading research based consultancy and the key brand within the Chime Research & Engagement Division. Also responsible for all aspects of the daily running of the business – employee performance and satisfaction, business development, client advocacy, innovation and agency profile

Left amicably, following fundamental changes in requirements of role, having developed a vision for the agency and the architecture for a more pro-active approach to business development

MARKETING AND COMMUNICATIONS CONSULTANT

2004 – 2008: Self - Employed

Portfolio of single and continuous assignments, utilising senior strategic and implementation experience, on behalf of a variety of consulting, academic, marketing, and marketing services organisations

Impact delivered in following areas:

- Identification and articulation of client/customer needs
- Adoption and championing of relationship behaviour
- Expression of clear vision and strategy
- Articulation of brand architecture
- Facilitation of board level workshops
- Development of clear action plans
- Confidence to simplify – less is more

Clients included: REL Consulting Group, The Customer Value Group, Relationship Audits & Management, Regent's Business School, SABMiller, Starcom MediaVest Group, Brand Learning, Mountainview Learning, Marketing Supply Chain International and Radley Yeldar

SAATCHI & SAATCHI

1999 – 2004: Managing Partner

Reporting directly to CEO with brief to implement new agency structure, to lead, re-energise and re-focus major part of agency workforce

- Line management responsibility for 12 account groups delivering £11m revenue
- 120 people overall; account management, account planning and media planning
- International and UK accounts, also including Saatchi & Saatchi Healthcare
- Revenue, costs and staffing responsibility

Achievements

- Initiated and led review of all key client relationships
- Successful delivery against key financial and new business targets
- Successful re-staffing and stabilising of Saatchi & Saatchi Healthcare business
- Specific account highlights included: repositioning of Archers and resulting stellar launch of Archers Aqua; following successful re-pitch delivering increased efficacy of NSPCC activity; renewal of agency relationship with Carlsberg -Tetley resulting in creative and financial turnaround
- Responsibilities extended to leading re-launch of agency board, running board meetings and driving through vision of integrated communications company

THE LEAGAS DELANEY PARTNERSHIP

1996 – 1999: Board Director / Client Services Director

Joined as Global Account Director on Adidas with brief to re-cast the strategic and operational requirements of a large, growing and highly dynamic account, pivotal to the agency's success

- Line management responsibility for team of 50 local and international team members
- Also led BBC Corporate account
- Promoted to Client Services Director mid 1998

Achievements

- Adidas – Managed extraordinary growth of brand communications over period 1996 - 1999. Delivered financial turnaround to targeted profitability without sacrificing creative standards
 - Delivered concepts across range of geographies
 - Rapidly evolved team/agency structure
 - Partnered CEO in setting up Leagas Delaney offices in US, Italy, France, Spain and Germany, specifically to service Adidas
 - Re-establishment of Adidas footprint in dynamic global sports goods market
 - Negotiated complex remuneration agreement, securing revenue for three year period while also increasing efficiency of agency processes
- BBC Corporate – built on success of 'Perfect Day' to continue campaign justifying licence fee, extending to new genres in highly political environment

EURO RSCG / WNEK GOSPER

1993 – 1996: Executive Director

Joined to broaden international experience, playing leading role on P&G (Old Spice and Biactol), Tambrands (Tampax) and Philips Corporate

Achievements

- First ever global Philips campaign 'Let's Make Things Better'
- Major communications restructure at Tambrands – centralised marketing function, priority and development markets each requiring sensitively different approach
- For P&G, managing complex account in full swing of local vs global debate

ABBOTT MEAD VICKERS / BBDO

1983 – 1993: Account Director / Board Director

Main accounts included:

- Volvo – Development of 'dynamic safety', the foundation of current success
- Smiths Crisps – one of the most memorable campaigns ever – 'Singing Potatoes'
- Marlow Foods – launch of Quorn in UK. Also taking Quorn into Europe
- Rimmel – making the best of the budget brands aspirational

YOUNG & RUBICAM

1979 – 1983: Graduate Trainee / Account Manager

Main accounts included: COI (Royal Navy Recruitment), IDV (Croft Sherry), P & G (Daz, Daz Automatic), Heinz (Baked Beans and Soups), Cadbury (Double Decker, Fruit 'n' Nut, Roses)