

TIM PEACOCK

*Principal Consultant
(Digital)*

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PROFILE

Seasoned (digital) change agent

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Tim has spent the past 20 years working in technology professional services (Accenture), marketing agencies (CHI & Partners), branding agencies (Stylo Design) and digital agencies (M&M). This gives him a unique user perspective to MarTech-driven change in complex business situations.

His role @ LAYER Digital bridges the gap between marketing need, technology capability and specialist agency skills, to ensure change is delivered with **purpose** and **focus**.

Exclusively 'client-side'; Tim is independent of delivery and is focused on helping shape strategy and build skills to execute over a 3-5 year period.

SKILLSET

Complimentary to fill skills gap

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- (Digital) marketing strategy
- MarTech needs analysis
- Vendor selection
- Agency selection & briefing
- Digital transformation management
- UX consultancy
- Digital lifecycle management (eCRM)
- "Lean Analytics"

C CLIENT EXPERIENCE

Cross sector / vertical assignments

LAND SECURITIES PLC 2016 - PRESENT

LandSec are going through a large corporate change programme to rebrand and launch a new digital experience. Tim's role is help the UK Board define the role of digital and build the business case for change, then manage the programme to completion.

LEASEPLAN 2015 - PRESENT

Under new ownership (previously VW Group), LeasePlan are redefining how they engage with new and existing drivers. Tim's role is to help the regional businesses (UK) and Group (NL) define both marketing and digital strategies into 2020.

ARCADIS (EC HARRIS) 2015 - PRESENT

As part of Arcadis' launch in the UK, following their acquisition of the EC Harris brand, Tim helped the Build & Automotive vertical sectors define and launch their go-to-market strategies in the complex built environment.

BT BUSINESS 2014 - 2015

Acquisition is key to the B2B telco market and Tim was engaged to drive efficiencies in the 'lead to sale' digital funnel across a complex MarTech stack and agency mix.

VIRGIN ACTIVE 2013 - PRESENT

When the gyms arm of the Virgin Group started investing in digital change, Tim was seconded as an acting Head of Digital, to define and delivery a complex strategy driving efficiencies across a diverse physical estate whilst focusing on the user experience.

R REFERENCES

Client contacts & referees

Molly Neal, *Head of Corporate Comms.*
Land Securities PLC

Tim Carter, *Group Brand Director*
Virgin Active

Sarah Donnelly, *Global Marketing Leader*
Arcadis (EC Harris)