

I make complex technology **simple, visible and wanted**, then build the brand and content engine that turns attention into inbound pipeline.

£17.8M

marketing-sourced pipeline in 2025 at ev.energy, from events, content and inbound

3x

inbound leads in month one after a website I rebuilt with AI in 7 weeks

30%

of all new deals influenced by marketing at ev.energy (£25.9M pipeline)

£13M

pipeline on under £200k spend at Connected Kerb, a brand built from first hire

PROFILE

Brand, content and communications leader with 15+ years building marketing from the first hire in fast-growing technology companies across the UK, Europe and the US: fintech (GoCardless, Travelex), mobility (Zipcar, Ford's Chariot) and energy and AI platforms (Connected Kerb, ev.energy). I take a complex, technical product and turn it into a narrative, a visual identity and a steady flow of content that earns attention before any sales conversation starts. I have led company repositionings and rebrands, national PR, brand campaigns, video-led and LinkedIn content, founder and executive communications, and multidisciplinary creative teams and agencies. I hold that work to commercial numbers (reach, engagement, brand affinity and pipeline influence), and I built the attribution models to prove it. I have run budgets from £100k to £4M a year, and the work ships either way: when money is tight, I lean on earned media, content, emails, partners, community and AI. I work hands-on with founders and CEOs, and I run marketing as an AI-native function: I build the agents, workflows and prototypes myself.

AI-NATIVE MARKETING

AI is how I run marketing day to day, not a side project. Recent builds:

- **Marketing Intelligence OS.** Designed a multi-agent system on Claude, HubSpot and Notion around one shared knowledge base, feeding agents for account briefs, competitive intelligence, persona research, messaging governance and audience segmentation.
- **AI content with human ownership.** Designed the Team Brain: one source of truth for people and AI agents, with visible clearance tags (public, sales-only, private) so AI drafts, humans validate and own, and nothing confidential is published.
- **Website in 7 weeks.** Rebuilt ev.energy's full website with one in-house brand designer using Claude and Framer to launch the new positioning; inbound leads tripled in the first month.
- **Client-ready output, automated.** Built an AI sales enablement workflow with Claude and Claude Design that cut pitch and proposal production from days to hours, and AI workflows that cut RFP turnaround while improving win readiness.
- **Content engine and prototyping.** Deployed AI agents for content across web, social, email and HubSpot, driven by a buyer-signal content matrix by segment; built the front end of ev.energy's new customer platform in Lovable, which became the blueprint for the product roadmap.
- **Toolkit.** Claude (projects, skills, agents), ChatGPT, Gamma, Lovable, Framer, HubSpot, Notion, GA4, Power BI, Braze.

CORE CAPABILITIES

Brand strategy & positioning

Brand-led marketing

Narrative, messaging & storytelling

Category-defining positioning

Visual identity & brand guidelines

Content strategy & editorial

Video-led & visual content

LinkedIn, email & social

PR, comms & media relations

Thought leadership & long-form

Founder & executive positioning

Product announcements & launches

Creative team leadership

Agency management

Inbound demand generation

ABM & pipeline influence

Reach, engagement & brand affinity

Attribution & analytics

AI-native marketing operations

Budgets from £100k to £4M a year

UK, Europe & US

EA Technology SVP Global Marketing

London, global remit · Jul 2026 - Present

PE-backed (Summa Equity) grid technology company (~360 people) moving from hardware-led to software-first and AI-first. Reports to the Chief Growth Officer.

- Hired to rebuild the brand and go-to-market engine; audited brand, content, spend and channels in my first weeks and set the FY27 marketing strategy across brand, ABM, measurement and channel.
- Leading the brand repositioning and the simplification of a sprawling product portfolio into one platform story (EA Grid Core), so every segment hears one clear narrative.
- Moving marketing from event-led to digital-first and AI-enabled: new global website, HubSpot migration, and a £500k events programme across four regional hubs, including EA's own Voltage Matters series.

ev.energy VP Global Demand Generation

London (UK, Europe, US) · 2025 - Jul 2026

Series B AI grid flexibility SaaS backed by National Grid Partners, selling to utilities, energy retailers and automakers. Exec team member reporting to the CEO.

/ Narrative, brand & positioning

- Led the company repositioning in-house (narrative, messaging framework, naming architecture, brand guidelines), moving ev.energy from EV managed charging to an AI-powered, multi-DER grid orchestration platform: a new category story for utilities.
- Turned a fragmented, highly technical product suite into one platform story by ICP, persona and market, used consistently across product announcements, sales decks and the web.
- Rebuilt the website in 7 weeks with an in-house brand designer using Claude and Framer; inbound leads tripled in the first month.

/ Content, thought leadership & PR

- Created long-form thought leadership the industry adopted: the \$30B VPP Opportunity Report and Utility Playbook (cited by trade associations and regulators, covered by Utility Dive) and the #OpenCharge series, which made ev.energy a leading voice on US interoperability.
- Built the content engine across LinkedIn, email, blog and web, including the CEO's and sales team's personal LinkedIn; set KPIs for reach, engagement, top-account reach and pipeline influence, replacing output tracking with outcome measurement.

/ Inbound & pipeline

- Built the global demand generation function from scratch: £17.8M marketing-sourced pipeline in 2025 (20% of new deals, 41% of new-logo weighted pipeline) at 5:1 ROI; marketing influenced 30% of all deals created (£25.9M).
- Designed a three-layer attribution framework (sourced, influenced, account presence) and a weekly buying-committee report used by the executive team.
- Moved from lead-based demand gen to ABM for the Top-100 utility accounts, run in pods with Sales and Policy; ran trade shows across the UK, Europe and US (the largest pipeline source) and partner marketing with Tesla, JLR, Wallbox and Emporia.
- Led a team of 8 across content, brand design, demand generation and events on a £900k budget.

Career break Global travel

Southeast Asia, Australia, New Zealand · 2024

Planned year across 8 countries: Advanced PADI certification, summited Mount Rinjani (3,726m), 250km of New Zealand's Great Walks.

Connected Kerb Chief Marketing Officer

London · Sep 2020 - Feb 2024

UK on-street EV charging network selling to local authorities, fleets, OEMs and property partners. First marketer at 13 people; company grew to 150. SLT member reporting to the CEO.

/ Brand & creative

- Led the full rebrand and repositioning with a partner agency (mission, values, brand framework, visual identity); launched the new brand at the Fully Charged show and rebuilt the website and app, lifting conversion by 25%.
- Created 'Just Like Petrol' with brand agency HarrimanSteel: a tongue-in-cheek challenger platform countering EV scepticism ("Just like petrol, but quieter / cheaper / with a future"), spanning OOH, social, guerrilla stunts, PR and a Vauxhall co-branded activation, built to win through earned and owned media rather than paid spend.
- Set up brand tracking research and share-of-voice reporting to measure awareness and brand health over time.

/ PR, comms & content

- Owned PR and comms with our PR agency: national and trade coverage in the BBC, The Guardian, FT, The Times and Daily Mail; positioned the CEO and leadership team through blogs, podcasts and industry media.
- Turned council contract wins into launch events with media, video, photography and case studies, creating a repeatable content engine across LinkedIn and local press; ran webinars with partners such as the Green Finance Institute.
- Led the national co-marketing partnership with Vauxhall (Electric Streets of Britain) and partnerships with car manufacturers and energy companies.

/ Growth & pipeline

- Generated £13M pipeline on under £200k demand gen spend through ABM, lifecycle, paid, partnership and field programmes; MQLs grew from a handful to 100+ a month, supporting 42% quarter-on-quarter revenue growth, 5,500+ chargers installed and 30,000+ contracted.
- Scaled the consumer app to 50,000+ users at under £6 per install with 6-month payback; marketing added +2.4 pts utilisation and +29% incremental registered users.
- Built a 13-person team across brand and comms, demand gen, consumer and martech; owned a £2M budget and managed brand, PR and digital agencies; shaped international pilots (Brooklyn, Australia, New Zealand) and acquisition evaluations.

Zeelo Head of Value Proposition

London · Mar 2019 – Aug 2020

B2B shared mobility platform running commuter bus services for employers.

- Designed commercial propositions for business parks, workplaces and airports across Marketing, Product, Tech and Operations.
- Tripled Ocado ridership and doubled account subsidy revenue via three new routes; grew Jaguar Land Rover ridership by 35%.

Chariot (Ford Motor Company) Growth Market Manager

London (UK & US) · Mar 2018 – Mar 2019

Commuter shuttle service owned by Ford.

- Led the UK market entry of the US brand: London launch with PR, a launch reception and talking points for leadership, content, field marketing and trade shows.
- Defined the B2B brand mission, positioning and vertical messaging with a US brand agency; launched four B2B services with enterprise accounts; led launch communications for the new app in San Francisco.

Ambie Head of Marketing

London · Oct 2017 – Mar 2018

- Built the B2B SaaS marketing strategy from zero: brand, inbound content, paid social, sales collateral, trade shows and a website revamp for conversion.

GoCardless European Marketing Manager

London · Oct 2016 – Oct 2017

- Ran fintech go-to-market across France, Germany and Spain on a six-figure budget: PR and speaking slots, content, paid search and social, trade shows and partner workshops, delivering sustained pipeline growth.

Zipcar (Avis Budget Group) Marketing Manager, France & Belgium

Paris & London · Jun 2014 – Oct 2016

- Launched Zipcar in France (2014) and Brussels (2016) on seven-figure budgets; ran OOH and guerrilla campaigns with PR, media and digital agencies; built partnerships with SNCF, Carrefour and OEMs; hired and trained the local team.

Travelex Retail Marketing Manager, France & Italy

Paris · Jul 2010 – Aug 2013

- Launched Travelex's first currency card with Mastercard through a national outdoor campaign and PR event; grew brand awareness from 10% to 57% and average transaction value by 30%.

Early career: Marketing Specialist, Axoro (Newport Beach, CA) · Account Executive (graduate intern), TBWA Paris (Michelin, Häagen-Dazs) · Marketing Assistant, Residential Pacific Mortgage (Mountain View, CA)

EDUCATION, LANGUAGES & INTERESTS

Master's in Marketing and Management (Honours), EM

Strasbourg and University of Reading

Mathematics and Economics, HEC Preparatory Classes

French (native) · English (fluent)

Live music and theatre, food and wine, hiking, scuba diving