

Personal statement

“I am an insight-driven marketing and customer engagement manager with strong cross-channel experience. I have a track-record of delivering increased customer lifetime value, customer satisfaction and retention. A strategic thinker, problem solver, hands-on marketer and a respected, inspirational manager and leader, I am looking to take on a senior role in a busy and dynamic customer-focussed business.”

Marketing skills

- Full marketing mix, in particular **digital channels**
- Acquisition/Retention/Loyalty/Customer Marketing expertise
- Customer **insight** and **analytics**
- Experienced in management, strategy, planning and hands-on execution

Personal attributes

- Polished and effective **communicator**, experienced conference speaker & trainer
- **Leadership**, development, team and project management
- Very **quick to learn** new markets, technologies and business models

Career history

Customer Manager, TalkTalk, June 2011 – July 2013

About TalkTalk

One of the UK's leading consumer and business telecommunication providers with 4 million customers, TalkTalk is evolving fast, introducing mobile handsets, fibre optic broadband and a major new TV service in the last 12 months alone. www.talktalk.co.uk

Business Requirements:

To take the lead in creating, developing and improving customer loyalty & retention campaigns. To work closely with upsell, loyalty, technical support and customer service agents to reduce churn and bad debt and to improve customer perceptions of broadband connectivity.

Success:

Introduced a transformational concept of *Better Value* to ensure the business retains profitable customers by focusing on perceived value while maintaining ARPU. Created Go To Market strategy for Better Value & a number of other projects and projects.

- **Improved customer retention** across a variety of campaigns including 50% uplift in customer home moves – a churn saving of 1,000 customers per week
- Assisted in refocusing company's strategic objectives to ensure key **customer insights** are used to improve cross-functional workstreams
- Improved **call centre & marketing liaison** to improve overall customer experience across campaigns including upsell, customer loyalty and collections
- Improved **customer satisfaction** with broadband through redeveloped onboarding communications, improved 'out of box' experience and retraining of call centre agents

Retention Manager, CMC Markets, October 2009 – February 2011 (continuous employment from Digital Look)

About CMC Markets

CMC Markets is a leading provider of financial spread betting and CFDs. Providing online trading tools to retail clients in a highly competitive market where historically, customers have shown little brand loyalty, CMC Markets is growing its customer base and is now retaining more customers. www.cmcmarkets.co.uk

Business Requirements:

To create a new retention marketing team and to build a customer relationship management framework. To slow attrition, improve spend among active customers and win-back dormant business within a highly competitive market and very challenging economic environment.

Success:

Based on customer insight, introduced new digital marketing tools and techniques that resulted in above-target customer reactivations, spend and overall retention rates. Most campaigns conducted with minimal spend but above target ROI.

- **Winning-back** more customers than the business acquired for the first time in May 2010
- Individual campaign **ROI as high as 15:1** with one campaign returning £60,000:£4,000
- **Introduced social media campaigns** for acquisition and retention (Twitter, Facebook, YouTube)
- Significantly **improved email open rates** from below 15% to an average of over 25%
- Created Go To Market customer strategy for new trading platform and **migrated 5,000 customers** in just 6 months, ahead of schedule

Acquisition Manager/Head of Marketing, Digital Look, November 2007 – October 2009**About Digital Look**

Digital Look, owned by CMC Markets, is one of the UK's leading websites for self-directed investors. In 2008, Digital Look launched the first financial spread betting service aimed specifically at private investors. www.DigitalLook.com

Business requirements:

To build and manage the company's first marketing team, to launch the new spread betting service, creating full Go To Market strategy and to market Digital Look more effectively.

Success:

Largely through the use of digital media (particularly email, display and SEM), spread betting quickly became the driver of growth for Digital Look. Achievements included:

- **Acquisition of over 2,000** funded, trading spread betting customers over 18 months
- **Cost per account** less than 1/3 that of parent company CMC Markets
- Highly **successful PR campaign** gaining regular coverage in FT, Telegraph, BBC, CNBC, Sunday Times and many others, resulting in increased lead generation.

Online Marketing Manager, Wolters Kluwer (UK) Ltd – October 2004 – November 2007**About Wolters Kluwer**

Operating through the Croner and CCH brands in the UK, Wolters Kluwer is a leading provider of business information. www.croner.co.uk www.cch.co.uk

Business requirements:

To act as an internal consultant to the marketing teams developing online skills. To introduce digital marketing techniques and to manage the corporate websites. To generate leads for sales teams via online channels.

Success:

- 75% uplift in e-commerce sales
- Refocused brands from 100% direct mail to 50% digital

Previous roles include: **Website Manager PJB Publications/Informa** (2002-4), **Head of Corporate Services, Cyberia** (1998 – 2002) and **Major Accounts Manager, Frost & Sullivan** (1995 – 1998).

Education: University of St Andrews, Aylesbury Grammar School.

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