



# Jonathan McGregor

chief growth officer - digital & transformation lead

 Bristol, UK

 Jonathan is **Available to work**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Permanent Positions, Hourly Consulting

## Skills

marketing (Advanced)

E-commerce Consulting (Advanced)

Brand Activation (Advanced)

CRM Program Management (Advanced)

Channel Account Management (Ad...

Channel Relationship Management (Ad...

Channel Strategy (Advanced)

Digital Activation (Advanced)

## Languages

English (Native)

## About

An innovative and dynamic Ecommerce Director, Chief Marketing Officer & Non-Exec Director/Strategy Consultant to deliver Brand & Digital Transformation Strategy and Ecommerce sale growth solutions with a proven track record across different sectors, projects and start-ups. – including eBay, The Royal Mint, Expedia, The White Company Molton Brown NotontheHighStreet. Also worked on a non-exec basis for a number of complex transformation, turnaround private equity projects including SimplySwitch.com (online/telephony comparison site successfully sold to The Daily Mail Group), Ultralase Eye Surgery ( UK's largest eye laser surgery provider with 42 clinics) & Healthcounter.com – start-up online pharmacy and doctor pre-criptions) Successfully devised, implemented, and embedded marketing strategies for different clients in line with their strategic objectives and priorities to drive sales growth across global markets. An industry expert delivering a wealth of experience as a consultant supporting the building of direct-to-consumer brands, including the development of digital marketing and ecommerce strategies at board level and successful subscription services and loyalty schemes. Also have deep experience in implementing omni-channel marketing & technology solutions across multiple channels and platforms as well as developing complex e-commerce solutions brand equity, reputation, and delivering on sales and profitability targets.

### BRANDS WORKED WITH

Callcredit Information

Cendant International Marketing Membership Services

Co-Operative Retail

Dixons Stores Retail Group

eBay

Esb(Ireland)

Expedia Partnerhsips

Experian Consumer Direct

Gocompare.Com

Healthcounter.Com

John Lewis Retail Group

Molton Brown

Notonthehighstreet.Com

Phs Business Services Group

Sears Credit Card

Sears Retail Group

Simplyswitch.Com

The Royal Mint

The White Company

Ultralase Eye Laser Surgery

Walt Disney International

## Experience

### ● INTERIM CMO/DIGITAL STRATEGY TRANSFORMATION/BRAND MARKETING CONSULTANT

| Mar 2022 - Now

Advising on a portfolio of startup online business marketplaces including Leaseloco.com - UK's largest leasing comparison marketplace Campsit-ed.com - Online booking marketplace for Camping Vacations & Experiences in Europe Needi.com - Personalized Gifting Matching Marketplace

### ● NON-EXEC CMO & CUSTOMER SERVICES DIRECTOR

Ultralase Eye Laser Surgery | Jan 2012

One of the UK's largest eye refractive surgery clinics (42 branches) As part of a turnaround programme – advising and consulting on restructuring of marketing, customer service and telesales operation of over 50 people and marketing budget of £8million to drive B2C lead generation and conversion across Online/DM/CRM/digital channels



### ● INTERIM GLOBAL CMO, BRAND & DIGITAL TRANSFORMATION DIRECTOR

Molton Brown | Dec 2011

Responsible for conceiving and delivering the multi-channel strategy for this prestige beauty brand, operating in six global markets. Key responsibilities

- Development and execution of an integrated multi-channel marketing strategy designed to grow brand equity, sales and profits globally

- Conceived and delivered the E-commerce strategy and roadmap, driving sales and profitability through the re-launch of the UK and US web offer, expansion into new markets (Europe and Australia) and growing site traffic, conversion, ATV and frequency across all markets
- Steering the new product development process to drive profitable business growth and reinforce brand strategy

## ● **INTERIM LOYALTY & CRM MARKETING STRATEGY CONSULTANT**

Walt Disney International | Jan 2011

Responsible for providing consultancy strategy and lead the implementation and management of International cross sales & loyalty initiatives that deliver meaningful results.

## ● **MULTI-CHANNEL & E-COMMERCE & CROSS SALES STRATEGY CONSULTANT**

Co-Operative Retail | Jan 2011

Ongoing advisory and strategic consultancy - Scoping strategy and CRM framework for cross sales and upselling across 6.5million customer database across

## ● **NON-EXEC BRAND, CHANNEL DIRECTOR & CONSULTANT**

Healthcounter.Com | Jan 2011

Project Managed the scoping and launching of first pharmacy direct and online doctors consultation consumer transaction business in the Europe for healthcare, wellbeing advice and prescribed drugs

- Set out Business Strategy, Project Management and implementation of marketing and operational launch – including a £10million multi-channel UK launch programme



## ● **INTERIM BRAND DIGITAL & MULTI-CHANNEL DIRECTOR**

The White Company | Nov 2010

Key responsibilities

- Building and trading the multi-channel to ensure achievement of agreed revenue and KPIs, while acting as custodian of the brand.
- Driving sales and profitability through evolution of the digital platform and optimization of the web, mobile, catalogue and in-store channels: growing traffic, conversion, ATV and frequency.
- Development of the CRM capability, including the transition to a self service operating model which uses analytics and insight to drive campaign outputs across all channels. Leading a team of 20 to deliver a new trading approach and move the website and catalogue to a more crafted shopping experience.

## ● **GLOBAL LEAD GENERATION & STRATEGY DIRECTOR – D2C SUBSCRIPTION & DIGITAL BUSINESSES**

Experian Consumer Direct | Oct 2007

LOWERMYPILLS.COM, CREDIT EXPERT.COM & PRICERUNNER.COM Based in USA – with global responsibility for P&L, Operations Ecommerce, Marketing and Business Development for £800 million divisions and project managing/ launching a new high volume online consumer transaction & finance businesses in the UK & USA to revolutionize the way consumers search and apply for products to end providers

- Set out Business Strategy and wrote business case sign off from Group Board for £50million in funding of LowerMyBills.com and build the business in USA to £250million revenue
- Project Management and implementation of business across UK & US operations -
- Established multi-million revenue affiliate partnerships with major Online Portals and Insurance companies
- Relaunch of existing Credit Expert transactional site – grew monthly acquisition from 60k to 100k adding £5.2 million annual revenue

## ● **BRAND LAUNCH & SALES/MARKETING/DIGITAL STRATEGY CONSULTANT**

Esb(Ireland) | Jan 2022 - Aug 2022



Advise & manage the launch of a new consumer Energy Business in UK & Ireland to achieve successful target of 100k customers in first year

## ● **INTERNATIONAL GROUP CMO & ECOMMERCE DIRECTOR – BRAND &**

The Royal Mint | Mar 2022 - Mar 2022

World leading luxury export mint and precious metals manufacturer & E-Commerce retailer with over £200 million online revenues to over 60 countries making & selling luxury collectable commemorative coins, premium jewellery & giftware, online auctions & valuations, direct to consumer gold investment online & physical trading and a top UK National visitor experience centre.

- Managing brand, digital, crm, insight, product dev and product licensing partnerships such as Disney, Marvel, Pixar and commercial marketing operations for the world's largest and prestigious mint and bullion investment business. Budget and channel management of over £30m and restructuring/leading a team of 150 plus marketeers and newly set up e-commerce team

- Established, implemented, and embedded an end to end online direct to consumer target operating model to transform the business into a leading-edge online business and prestigious consumer brand across the UK and overseas – increasing online sales revenues over 200% - and average lifetime value over 40% and online revenues by £30million

- Led a complete digital, brand and CRM transformational programme over a two-year period incorporating an integrated consumer e-commerce and trading platform, digital trading platform, online ticket booking reservation system, online valuation and auctioning platform and new crm & automated campaign management platforms – defined and build the new operational structure

- Due to innovation and a clear growth strategy successfully grew the online business across the group portfolio during the transition stages by over 200% and significantly increased customer satisfaction rates while increasing online transaction value and frequencies while reducing CPA by 30%. – increasing visitors numbers to the Royal Mint Experience Centre by over 30% which also won several Trip Advisor awards

- Launched a serval new businesses and product lines including premium jewellery and gifts and Little Treasures monthly Gold savings proposition for families to invest for new born and children

## ● **BOARD LEVEL INTERIM DIGITAL SALES & MARKETING STRATEGY DIRECTOR**

Callcredit Information | Jan 2022 - Jan 2022

NODDLE.COM - ONLINE CONSUMER DIVISION BOARD LEVEL INTERIM DIGITAL SALES & MARKETING STRATEGY DIRECTOR Call Credit is the UK's second largest credit reference agency operating across B2B & B2C sectors NODDLE.COM (now CREDIT KARMA) one of the UK's largest online personal finance & credit score subscription sites driving over 6 million visitors per month Leading a series of digital, operational, marketing, brand & new product strategy work streams - reporting into the Group Managing Director to completed revitalize the growth, brand and online performance of the business

## ● **INTERIM GLOBAL E-COMMERCE & BRAND PARTNERSHIPS DIRECTOR**

Expedia Partnerships | Jan 2022 - Jan 2022

Responsible for leading & managing online customer acquisition, retention and loyalty-related marketing programs for Expedia Partnership Solutions/Hotels.com (EMEA) – Managing £750 million P&L

- Developing strategy, leading implementation, and management of all loyalty initiatives to deliver business plan targets across global trading partners.

- Project managing, collaboration and partnership with all key stakeholders who contributed to the development and execution of plans across 20 global territories and over 700 trading partnerships

## ● **INTERIM CMO & DIGITAL DIRECTOR**

Gocompare.Com | Dec 2021 - Jan 2022

Managing brand, digital, product and commercial marketing operations for the UK's second largest comparison service Budget and channel man-

agement of over £150 million. Leading a team of 60 plus talented performance focused marketing professionals, I headed up GoCompare.com marketing with full P&L responsibility at exec level managing a £120 million GBP marketing budget across TV and Digital. Reduced acquisition cost by 15% with 40% increase in volume whilst working on strategic review of new product strategy which led to launch of a new energy comparison proposition

#### ● INTERIM CMO & DIRECTOR OF & DIGITAL

Notonthehighstreet.Com | Dec 2021 - Jan 2022

Member of the Senior Leadership Team for one of the UK's fastest growing e-commerce companies. Responsible for developing and delivering the brand marketing strategy to ensure the business over delivered on its commercial targets & to drive rapid growth for the business by significantly scaling up our activity across all marketing channels by broadening top-line brand awareness and understanding and driving increased activity, engagement and value from our existing customers. Managed a team of 21 and was tasked with delivering ROI-positive, innovative marketing activity across all of paid, owned and earned channels in the UK and across key international markets. Responsible for the P&L across all daily digital trading channels as well as being tasked with the delivery & execution of a digital strategy.



#### ● Interim Senior Director of Marketing: Global Transformation

eBay | Dec 2021 - Jan 2022

Heading the Global Transformation Programme for the Global Marketing Team. Tasked with building capabilities for eBay to 1. Truly become Omnichannel, relevant and inspirational for the global customer base & 2. Efficiently scale marketing across all countries

- Relaunched the global ecommerce trading platform which had significant incremental uplifts on conversion, repeat trading and acquisition revenue streams

#### ● INTERIM GROUP CMO -- ACTING MD OF DIRECT 365

Phs Business Services Group | Jan 2015 - Jan 2016

WORKPLACE & SUPPORT SERVICES) 2015-2016 INTERIM GROUP CMO -- ACTING MD OF DIRECT 365 (£30 MILLION ONLINE DIVISION SELLING BUSINESS CONSUMABLES DIRECT TO OVER 60K SME CUSTOMERS) Leading a series of marketing, sales process, client development, customer service and brand proposition projects across a group of 14 B2B business divisions over 500,000 small to corporate businesses in the UK & Europe to move away from a field sales operational model to integrated direct selling via online and telesales channels

- Overall responsibility and leadership for all marketing, online & telesales, and customer service operations to new clients both in the UK and overseas, taking into account the company's strategic goals. Overall responsibility for managing 300 customer service & telesales agents across 14 call centers
- Management & Roll out of new group wide brand, web and crm systems
- Running P&L for online & direct divisions accounting for £45million revenue

#### ● NON-EXEC SALES & MARKETING DIRECTOR

Simplyswitch.Com | Jan 2007 - Jan 2009

Responsible for providing consultancy & strategy and made a significant contribution to the successful growth and sale from the PE owner to the Daily Mail Group

#### ● DIRECTOR OF WEB SELLING & CUSTOMER SERVICES

John Lewis Retail Group | Jan 2004 - Jan 2007

Ran the online business for John Lewis with sales more than £70m in final year. Responsibilities included trading, category management, online marketing, email/CRM, customer experience and proposition development. Led a team of up to 50 people in London, and a call centre operation of up to 400 people.

- Launched JL online - quintupling the volume of products available on the web site - and developed JL multichannel operations.

- Moved JL from a purely transactional, quite cold, web site, to a well-rounded, crafted shopping experience that customers loved.
- Created and implemented the branded launch & multi channel annual marketing plan including both online, direct marketing and in-store for the new online business of JL
- Designed and implemented online consumer & intermediary platform & business processes.

## ● **Director of eCommerce & Online Trading**

Dixons Stores Retail Group | Jan 2001 - Jan 2004

Ran the online business unit within Dixons with general management and full P&L responsibilities for the online businesses (Currys, PC World, Dixons) with sales in excess of £50m. My role covered trading, commercial operations, customer service, fulfilment, proposition and brand development, customer experience and marketing (online and offline). I ran a direct team of 45 people in the UK, with development offshored in France. FIRST E INTERNET BANK & XELECTOR.COM – Based in Dublin – First E and Xelector were the first online banks and comparison websites to be launched in Europe

## ● **EUROPEAN MARKETING DEVELOPMENT DIRECTOR**

| Jan 2000 - Jan 2001

Managed and successfully developed and launched the first online bank in the UK & The first internet based pan-European Financial Services Aggregator, Intermediary Platform & and Utilities Shopping Services.

## ● **INTERNATIONAL MARKETING STRATEGY DIRECTOR – RETAIL FS TRAVEL & LEISURE**

Cendant International Marketing Membership Services | Jan 1996 - Jan 2000

Heading up marketing development and strategy across a number a number of travel and related brand such as RCI Travel, NCP, Green Flag, Avis, Days INN and was one of the world's largest providers of loyalty scheme and affinity-travel marketing membership programmes for credit card issuers, banks, airlines and retailers



## ● **GROUP BRAND MARKETING SALES & PARTNERSHIPS DEVELOPMENT DIRECTOR**

Sears Credit Card | Jan 1993 - Jan 1996

The Company was the UK's second largest issuer of store credit cards with over 4 million customers from 25 major accounts. Strategic & Full P&L Management account relationships with the major national retailers - grew the annual profit of the Company's major account from £4 million to £10 million

## ● **GROUP PORTFOLIO RETAIL BRAND STRATEGY & CRM BRAND DIRECTOR**

Sears Retail Group | Jan 1984 - Jan 1993

Worked in a number of senior brand, strategy and crm roles across portfolio of retail fashion brands which included Miss Selfridge, Wallis Womenswear, Adams Children's Clothing, Richards Womenswear, Selfridges, Millets, Blacks, British Shoe Shops, Tie Rack, JJB