



Marcus Iles

07980 676910 marcus.iles@gmail.com Folliot House, Church Rd, Castlemorton, WR13 6BQ

Profile

I'm a strategic, creative leader with 25 years' experience (up to C-Suite) building bridges between business strategies and ambitions and the people who will realise them. I create connection strategies and ideas that engage people to change their perception and behaviour.

Experience

CHIEF STORYTELLING OFFICER, THE STORYTELLERS – DEC 21 - PRESENT

The Storytellers is an activation consultancy (turnover £9m, 40 staff). It combines creativity and strategy with the unique power of stories to galvanise and activate organisations to achieve their transformation strategies. Working with all major, global clients (from Retail to Pharma and Automotive) I led the strategy for the consultancy, integrating their creative and consultative offer through the proposition of Activation. I was responsible for the delivery of the business (uplift, margins and NPS) and directly influenced Brand, Sales and Marketing, Delivery and its Operational Structure.

GLOBAL EXECUTIVE CREATIVE DIRECTOR, INDICIA WORLDWIDE (LONDON, NYC, SINGAPORE) – 2019-2021

Leading the creative product for the agency, driving efficiencies and effectiveness into a 50yr old+ advertising creative process. Building out creative hubs for EMEA, APAC and NAM. Driving integration through a business bolted together through various M &As over the last 10 years. Defining and expressing the unified Indicia Worldwide brand. Driving the narrative for new business, leading pitches, developing existing client relationships and driving deeper, more strategic partnerships.

Judging creative awards, speaking on creativity at events.

Highlights: Successful agency launch in all three markets. C. £8m p.a. business growth (including new business win with Coca Cola).

GROUP CREATIVE DIRECTOR, PUBLICIS UK, ECD, PUBLICIS CHEMISTRY – 2014-2019

As Group Creative Director, working with the Creative Board of Publicis UK to integrate the five agencies (Publicis, Chemistry, ARC, Poke and August) working in 82 Baker Street.

As Creative Director for Heineken UK, Renault and Morrisons (three largest accounts), Essity, Nestle, Gü Puddings

As Executive Creative Director for Publicis Chemistry (data-led comms), I was responsible for client relationships and creative output for EE, Virgin Holidays, Coop, Lexus, Save the Children and Proctor and Gamble.



Highlights: Multi-award-winning campaign for Heineken – Worlds Apart – in 2017. This was Heineken’s most successful single campaign ever.

CREATIVE DIRECTOR, TBWA – 2010-2014

Creative Director for Nissan UK, Four Seasons (globally), TENA, Harrods, Royal Caribbean, The Labour Party

Highlights: Royal Caribbean successful new business win and subsequent internal rebrand. Harrods’ first cinema advert.

CREATIVE DIRECTOR, GOLLEY SLATER – 2008-2010

Moving the central hub of the regional agency from Cardiff to London. Accelerating brand perception and sales through communications for Centre Parcs, Clarityn, Furniture Village and the English National Opera.

Highlights: Launch of an AR app for Clarityn to enable hay fever sufferers to ‘see’ pollen for the first time ever.

CREATIVE DIRECTOR, PROXIMITY BBDO – 2003-2008

Creative Director for Royal Mail, RNLI, Volkswagen, Capital One, BBC

Highlights: Cannes Titanium award for BBC campaign – ‘It’s not funny’. First ever personalised letter made entirely of chocolate for Royal Mail. UK’s most seen eBay viral auction for ‘two tickets to wedding that I don’t want to go to’.

Education

Loughborough, Industrial Design and Technology – BA(Hons), 1993

Skills

Leadership, facilitation, communications and business strategy.