

Ben Shaw



I've been in a creative agency for 11 years but have been a geek for as long as I remember. I enjoy spending my time finding new ways to solve business problems using strategy to simplify and creativity to amplify. I have been leading teams since a young age and passionate about developing new ways for the creative industry to evolve. I like the idea of creating things that people want to spend time with and creating work cultures that people want to spend time in.

//My time at BBH:

>Head of Strategy / March '18 - present

Agency leadership - on the BBH management team following the non-replacement of our CSO.

Talent management - have hired an incredibly diverse department in background and skillset, managed a difficult redundancy process, instigated a positive working culture and developed a bespoke cultural training programme.

Strategy process - Have led a new way of working and developed collaboration across new CX disciplines that has led to new business growth beyond BBH's traditional creative remit including consultancy and product design.

Thought leadership - frequent speaker at industry conferences and events whilst writing and editing BBH Labs.

Pitching - have led strategy successfully for new business and organic growth in London and globally.

Day to day - leading strategy for Audi UK / Global and Burger King and supporting the department.

>Head of BBH LIVE / Jan '15 - Feb '18

Created and led a unit of 30+ specialists from scratch to deliver award winning work to support the agencies transition to deliver a credible social offering. Won multiple pitches including the multi-million pound Tesco social account, won international business and projects separate from BBH 'core'. Managed the P&L, wrote the proposition, hired and fired alongside leading our strategy proposition.

>Strategy Director / Aug '13 - Feb '18

Promoted to Strategy Director- the youngest in BBH history. I led pitch winning strategy for Pirelli and Ladbrokes and global brand relaunches for Dove Men+Care and Mentos. I also led the digital and social strategy for Audi UK which resulted in my creation and development of BBH LIVE.

>Unilever Secondment / Jan - Jul '10

European Marketing Director requested I spend time client side with the Axe team to help them with their digital transformation including the planning and relaunch of their site, mobile apps and campaigns.

>Strategist / Sep '08 - Jul '13

Joined BBH on the graduate scheme beating 900+ candidates. Lead strategist for EMEA for Google Chrome including the 'Web is what you make of it' campaign. Created a game for Barclays to teach money skills. Worked on integrated global campaigns for Axe including co-authoring our Cannes Effectiveness Grand Prix paper. Launched the Headspace meditation app and the first second screen proposition for ITV. Formed 'Spark' - partnering with a CD to rapidly respond to ideas made for internet culture.

>Box UK web strategist Sep '07 - Aug '08

My first graduate role was learning the basics of UX, consumer journeys and analysing digital behaviours.

>Education

2:1 Psychology BSc, Cardiff University, Sep '04 - Jul '07

AAA History, English, Sociology A Levels, Sep '02 - Jul '04

*I can talk for days about:
Football, cats & Tarantino*