

Ben Shaw



I've been in a creative agency for nearly 12 years where I've enjoyed spending my time finding new ways to solve business challenges. I believe in the power of strategy to simplify problems and the potential of creativity to amplify solutions. I joined the industry as a digital geek and have taken a BBH masterclass in brand marketing. I have been leading teams since a young age and thrive in driving change. 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

Promoted to be BBH's youngest Head of Strategy tasked with transforming our strategic offering to be more diverse and digital whilst improving our creative output. I proudly lead a department of 35+ strategists from multiple disciplines, overseeing us win the IPA Effectiveness Agency of the Year as well as a number of famous creative highlights.

Achievements:

- *Agency leadership* - on the BBH management team following the non-replacement of our CSO.
- *Talent management* - have built 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.
- *Day to day* - senior support for the department whilst leading strategy for *Audi* and *Burger King*.
- *Pitching* - have led strategy successfully for new business and organic growth in London and globally.
- *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 events whilst writing and editing *BBH Labs*.

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

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

>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* which resulted in my creation and development of BBH LIVE.

>Unilever Secondment / Jan - Jul '10

The EMEA 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. The go-to digital strategist.

>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

>Outside work

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