

# Greg Wood

## Strategic Creativity – CX, CRM, Digital, Response

Auckland, New Zealand | July 2018

**Award-winning CX, CRM, Digital and Marcomms leadership, from a creative-savvy strategist with extensive experience in NZ, Australia and Asia.**

- **CX & CRM Strategy** – starting with the customer and delivering to the point, by defining the problem, developing insights, and writing briefs. Includes facilitating workshops, specifying and conducting research, developing recommendations, presenting to C-Suite level, and ensuring stakeholder buy-in.
- **Experience Design** – creating experiences that work for real people. Conducting user interviews, CX/UX mapping, customer journey creation, prototyping, testing, evaluating, and presenting recommendations.
- **Creative Direction** – leading development of effective ideas, and selling them in. Leading broad ideation, focusing efforts, mapping ideas, prototyping, presenting, and directing execution. Crafty copywriter.
- **Test and Learn** – stress-testing communications, systems and experiences to prove efficacy. Developing CRM, eComms and social media strategies, test-and-learn strategies, and dynamic content strategies; applying the ‘scientific method’, and systematising creative executions to suit. Obsessed with results.
- **Team Building** – leading disparate groups to a single purpose. Encouraging cross-disciplinary engagement; defining and nurturing cultures, individual expertise, and team dynamics; harnessing knowledge.
- **Collaborative Execution** – getting the work done, to specification, with agility. Focusing on outcomes, championing iterative production, leveraging automation, driving Agile techniques, tracking projects.

This rare combination of skills is perfect for driving change against real business challenges:

**Kick-starting Mercury’s brand amongst an apathetic audience.** *Our data-driven exploration defined a clear problem and revealed a strong insight: electricity is an invisible commodity – and your relationship with your supplier is, too. People default to switching for any old offer, brand be damned. Working as CRM Creative Strategist, I helped build a **branded loyalty platform** that generated an emotional connection, and ultimately helped Mercury exceed every objective – brand, behaviour, and business – in under a year; in arguably the world’s most competitive electricity market.*

**Working with Vodafone on its journey to greater customer engagement.** *Big brands can be all talk and no connection. My team leveraged data and insight to help Vodafone **engage through CX, CRM and Loyalty**. As Digital Creative Director and Response Strategist, I helped: refocus marketing efforts into mobile; celebrate the 30 Things New Zealanders Most Love to Do; create ‘Digi-Parenting’ as a platform to help Kiwi parents navigate their new world; launch Vodafone Xone to lend Kiwi startups a little leverage; build B2B lead-generation content and automation strategies to deliver warm leads to the Enterprise Mobility team; and reinvigorate the Fantastic Fridays rewards programme through insights and automation.*

**Introducing Steinlager Pure to the world.** *The classic FMCG-export challenge: take a beer popular at home but unheard of overseas, sell it in to global markets, then help it sell out in bars. We flew in under the radar, creating a **data-first, emotive CX campaign** that gave bartenders a story to share: when you buy a Steinlager Pure, you’re getting a piece of the purest land on the planet – literally. The resulting App gave beer fans around the globe a world-first way to experience their very own unique square metre of native NZ forest, from wherever they were – including 360° views, live weather, and the chance to win a trip to see it for themselves.*

## **Work History**

### **June 2016 – July 2018 || Digital and Response Strategist || FCB New Zealand**

Showing the way, solving wicked problems, and getting results at FCB: NZ's Most Effective Agency in 2017. Worked hand-in-glove with FCB's Integrated Strategy, Media and Creative teams to deliver brand, CRM, CX, digital, response and creative strategies for Mercury, Vodafone, Keep NZ Beautiful, Forsyth Barr, and more. Won several pitches involving marketing automation, CRM and Loyalty. Won the Grand Effie for Strategy.

*"...a rare mix of strategic smarts and creativity to help businesses change what they need to change..."*

– Matt Scott, General Manager, FCB Auckland

*"...a natural collaborator, thrives in an agile environment; broad skillset, particularly good at B2B..."*

– Fleur Head, Managing Director, FCB Auckland

### **2013 – 2016 || Creative Director, Digital || FCB New Zealand**

Delivering creative engagement over systems. Helping lead 30+ creatives, developers and artists towards agility, innovation and excellence at *Campaign Brief's* Agency of the Year 2014, and one of the world's most effective. Bringing a new, client-first focus on data, automation, and efficiency to FCB's enviable creativity. Customer champion and Digital CD for Vodafone, Air New Zealand, Mercury Energy, the NZ Government's Health Promotion Agency, DIY retailer Mitre10, and more.

*"...passionate about everything he does... his enthusiasm speaks volumes when getting clients across new campaigns or leading the team through a particularly intense project..."*

– Rochelle Ivanson, Executive Digital Producer, FCB Auckland

### **2012 – 2013 || Freelance || FCB NZ // Possible Worldwide SG // String Theory NZ**

Investing a year in exploration and renewal. Digital Creative/Strategist for Vodafone at FCB NZ; Digital CD at Possible Worldwide Singapore (Agency of the Year); Digital Lead at award-winning consultancy String Theory.

*"...one of those rare leaders who combine creativity with problem-solving skills... when you work with Greg you know there's passion..."*

– John Ng, Regional Media Director, Profero Singapore // Possible Singapore

### **2008 – 2012 || Creative Director, Digital || Publicis Mojo Auckland & Melbourne**

Leading creative and development teams in Auckland and Melbourne to produce innovative, engaging, integrated campaigns with data and direct at their core. Clients in FMCG, electronics, auto, tourism and I.T.

*"...crafty copywriter, patient and generous mentor to emerging creatives, popular and persuasive with clients... a versatile contributor to the culture and direction of the agency..."*

– Andre Louis, GM Digital, Publicis Mojo

### **2005 – 2007 || Creative Director, Managing Director, Profero Singapore**

Growing into the MD role at independent full-service digital hot-shop Profero. Agency strategy, problem solving, client relationship development, budget management, and motivation of a complex team.

### **Jan 2001 – Sep 2005 || Associate CD / CD, Wunderman SG / HK / KL**

Directing and managing creative teams at Regional and Country level, with a focus on DM and digital, in Singapore, Kuala Lumpur and Hong Kong. Discovered an affinity for financial, B2B and CRM work.

*"...a real grown-ups' creative that understands business ... a solid guy I was happy to have working on the team even though he was half way around the world..."*

– Pete Pierce, Business Director, Wunderman

## **Career and Team Awards for Effectiveness, Strategy, Innovation, and Creative Direction**

- **Strategic awards** recognise contributions to business-level challenges, generally in terms of effectiveness. As well as contributing to the Grand Effie in 2017, Greg's work in CRM and Loyalty has won Gold for Most Effective Strategic Thinking, Consumer Services, and Integrated campaigns.
- **Advertising creativity awards** measure the industry's internal appreciation of the challenges inherent in doing things differently every single time, in a business environment. As CD, Greg has lead teams to win at Cannes (Silver and Gold); at the One Show; at CAANZ Axis (Gold, Silver and Bronze); D&AD Nominations; and at the NZ Best design awards, CAANZ media awards, China 4As, DM Asia, and more.

## **Mentor, Presenter, Representative, Juror**

- Active in industry culture: Web Meetups, Makerspaces, Pecha Kucha nights and more.
- Active mentor, consultant and presenter at tertiary level: Media Design School; AUT University Marketing Communications School; Axis Ad School (to 2010).
- Industry standards contributor: CAANZ Digital Leadership Group; Mobile Marketing Singapore.
- Champion of industry excellence: Cannes (Cyber Juror; Wunderman APAC Representative; Young Lions NZ Jury); CAANZ Axis Awards juror; DMA Asia Chairman and presenter; juror for the Wunderman Global Award for Marketing Innovation, and more.

## **Knowledge Based on Constant Learning**

- Broad business and communications education, including Strategic Planning Lab (AUT); Cert. Direct Marketing (AIS); NZ Creative Circle; Axis Advertising Ideas School; Dip. Marketing, Advertising Major (incomplete) (AUT) and more.
- Industry and peripheral conferences, including CCC Speaker Series; Marketo Future of Marketing; Ad:Tech; Semipermanent; KiwiFOO; Web Meetup; AUT CoLAB; SMCAKL; Cannes Lions; DM Asia and more.
- Ongoing business, cultural, and personal training, including The Effect (Radical Collaboration, Myers-Briggs Teams); Agency Agile; Scouts NZ Leadership Training and more.

## **Influences and References**

My perfect day is centred around making something happen, with others – music, food, discoveries, memories – and moving things forward. I'm dedicated to my darling, and to our three exuberant kids; motivating them to believe in a better world, and actively change it into one they want to share.

I approach my work the same way I live my life: energetically, consciously, with openness and curiosity. This means getting involved, sharing, hacking, creating, and enjoying all kinds of cross-cultural adventures with interesting people.

The breadth of experience and sheer volume of work I've contributed to in my career means there are many people I'd recommend as referees. Get in touch, and let's choose who best to talk to depending on the context.

**Greg Wood**

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