

Greg Wood

Creative Strategist

Digital and Response Focus

Auckland, New Zealand

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Award-winning marketing communications, from a strategist and creative with over 25 years' experience in New Zealand, Australia and Asia.

Greg is a renowned client whisperer, popular with suits and creatives. His expertise includes:

- Strategy – delivering and championing inspirational briefs. Includes workshop facilitation, specifying and conducting research, developing territories, presenting, and stakeholder buy-in.
- Ideas – developing and selling effective concepts. Includes ideation, selection, extension, prototyping, presentation, mapping, selling in and execution. Crafty copywriter.
- UX – creating work that works for real people. Includes user interviews, UX processes, prototyping, testing and evaluation.
- Digital / response – using channels to prove efficacy. CRM, eComms and social media strategy, test-and-learn strategy, dynamic content strategy and all related creative.
- Team building – leading disparate groups to a single purpose. Includes defining and nurturing culture, individual expertise, team dynamics and knowledge retention.
- Collaborative execution – getting the work done, right. Includes focusing on outcomes, iterative production, application of test-and-learn, agile ways of working, team sprints and more.

Examples of those skills applied to real-life business challenges:

Helping Vodafone on its journey to being a true-blue Kiwi brand. *Bringing to life the 30 Things New Zealanders Most Love to Do; the Digi-Parenting platform (giving Kiwi parents new ways to navigate the new world); Vodafone Xone (lending Kiwi startups a little leverage); the 'talking cow' Enterprise Mobility campaign; and much more – all of it adding a little New Zealandness to this global player's profile.*

Invigorating Mercury's brand amongst an apathetic audience. *We celebrated Energy Made Wonderful through the magic of e.bikes, and helped Mercury achieve or exceed every brand, behaviour and business objective in under a year – in arguably the world's most competitive electricity market.*

Introducing Steinlager Pure to the world. *Sold the beer in, and helped it sell out – by giving beer fans around the world a piece of the purest land on the planet. A world-first panoramic iPhone App looks out across your very own patch of native NZ forest, from wherever you are in the world.*

Getting Australasians to Play Melbourne. *An engaging digital hub hosted a quirky competition that taught visitors to explore. A five-star-rated App took tourists down the rabbit hole. And Melbourne hit #1 in travel destination searches for the two-year duration of the campaign.*

Greg says:

“It's my job to deliver ideas that change behaviour and deliver genuine business results. These are typically big, innovative, engaging ideas that aren't easily commoditised. They're ideas that require a systems-level understanding of the way things work, and the way people use them – and a component-level focus on quality and design.

“You'll need a team with direction and drive to bring ideas like these to life. A team that knows where it's going, and why. That's where I do my best work. I'm here to lead my colleagues and our clients to listen, learn, think, understand, and ultimately create change.”

June 2016 – Present: Strategist @ FCB New Zealand

Lead, co-lead and/or team strategist at FCB – NZ's Most Effective Agency 2017. Showing the way, solving wicked problems, and getting results. Bringing a deep focus on digital, response and creative strategies to Mercury, Vodafone, Noel Leeming CRM, Keep New Zealand Beautiful, and any pitch involving marketing automation.

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

– Matt Scott, General Manager, FCB Auckland

Mar 2013 – June 2016: Digital Creative Director @ FCB New Zealand

Leading the charge towards digital agility, innovation and excellence, across all disciplines at the Change Agency – Campaign Brief's Agency of the Year 2014, and one of the world's most effective. 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

Apr 2012 – Feb 2013: Freelance Creative @ DraftFCB // Possible Worldwide // String Theory

A year invested in exploration. Digital lead for Vodafone at DraftFCB; CD at Possible Worldwide in Singapore (Agency of the Year); freelance at award-winning consultancy String Theory.

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

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

Feb 2008 – Apr 2012: Creative Director, Digital @ Publicis Mojo Auckland

Leading integrated creative teams in both Auckland and Melbourne to produce engaging, innovative, integrated campaigns. Clients in FMCG, beer and wine, electronics, auto, tourism and IT industries.

"...a crafty copywriter, a 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

Oct 2005 – Oct 2007: Creative Director, then Managing Director, Profero Singapore

Grew 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.

"...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

Jan 2001 – Sep 2005: Associate CD / CD, Wunderman Singapore, Hong Kong, Kuala Lumpur

Directed and managed 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.

Prior to 2001: Senior Writer, Dentsu Singapore; Design Sabbatical, Tokyo; Owner & Creative Partner, Dynamite Advertising; Writer, Radio 95bFM; Learning on the job in retail, service, manufacturing.

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 has won Gold for Most Effective Strategic Thinking, Consumer Services, and Integrated campaigns.
- Advertising creativity awards measure the industry's 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 Meetup, 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; Singapore Mobile Marketing Guidelines.
- 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, Kiwi FOO, 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, and more.

Influences and References

My approach to the way I work mirrors the way I live my life: energetically, with extraordinary curiosity, and in concert with interesting people. I love getting involved, pulling levers to see what happens, thinking, sharing, creating, hacking, and enjoying all kinds of adventures. My perfect day involves making something – music, food, friends, memories – and moving things forward. I'm dedicated to my darling, and our three exuberant kids – who I'm motivating to not just believe in a better world, but to be active in creating the one they desire.

There are a great number of people in my life I'd recommend as referees. Get in touch, and let's choose the ones it'll be best to ask about my approach to making great stuff happen.

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