

Chris Bailey

Freelance Strategy Director.

Brand. B2B. Creative. Content. CX & ABX.

chris@chrisbailey.london · 07703 144229 · LinkedIn
London and Staffordshire based · Available anywhere, office or remote

Strategy Director and brand strategist, with senior roles at Digitas LBi, JWT and Dentsu B2B, and a creative director background in advertising and PR at BBDO, Saatchi & Saatchi and Porter Novelli. Brand, business, digital and content strategy, across consumer, health and B2B, for regional, national and global businesses, start-ups and SMEs, written to land in the work.

Available for freelance strategy projects, pitches, senior strategic cover and complex briefs, for agencies and clients. Pitch wins throughout agency career, including CHEP, Dormer Pramet, Volvo (global), WWF, Battersea Power Station, Unilever, Braun (global), BI, Novo Nordisk, Mitchells & Butlers and JCB Tools. Selected strategy work at chrisbailey.work.

EXPERIENCE

2026–Present **Freelance Strategy Director**

2023–2025 **Strategy Partner** · Dentsu B2B

- ABX strategy across North America and Europe for CHEP.
- Global brand strategy for CHEP Digital and Dormer Pramet.
- Created *Feel the Energy* for Makita, its first major European gardening campaign across 25 countries; Silver, The Drum Awards for B2B.
- Global creative and content strategy for Adobe; global brand and creative advisory for Siemens.

2020–2023 **Strategy & Creative Partner** · We Are Mo

- The world's first impact agency, paid on results only, where clients pitched to the agency.
- Brand, business and marketing strategy for start-ups and SMEs across cyber security, digital learning, manufacturing, competitive socialising and alternative heating.

2014–2020 **Global Planning Director / Global Strategy Lead** · JWT / WPP

- Created *Go Well* for Shell, a global brand and retail platform rolled out across 43,000 stations.
- Reversed a seven-year market decline for Andrex.
- Launched Aston Martin's first SUV globally.
- Created *Be a Tiger Protector* for WWF, recruiting a nation of Tiger Protectors; Bronze Pencil, The One Show 2017.
- Brand and creative strategy across Shell, WWF, Mr Kipling, Legal & General, Johnson & Johnson, Suntory and Kimberly-Clark.

2012–2014 **Global Planning Director / Interim Head of Strategy, MENA** · Digitas LBi

- Digital transformation for Avis Budget, developing two clearer businesses.
- Digital strategy for Virgin Atlantic, extending entertainment across the customer experience.
- Digital strategy for Peroni, including its first opera.
- Work across Jumeirah, Volvo, Asda, RBS, AstraZeneca and Sony Mobile.

2002–2012 **Creative Director** · BBDO, Saatchi & Saatchi, WAA Chosen, Porter Novelli (incl. executive leadership team)
Clients included P&G, Unilever, AstraZeneca, Novo Nordisk, British Airways and HP.

SECTORS AND OTHER EXPERIENCE

SECTORS	CPG · Food & Beverage · Alcohol · Retail · Automotive · Aviation & Travel · Transport · Hotels · Leisure · Financial Services · Pharma · Healthcare · Telecommunications · Manufacturing · Construction · Cyber Security · Professional Services
OTHER	Fellow, RSA · Member, IoD · Expert Council Member, Business Superbrands · Columnist on business and creativity · Radio presenter and producer · Comedy writer for radio and TV
