

IAN HITT

Personal Information

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Experience Statement

Worked client-side and services-side for organisations operating in EMEA and North American markets across several verticals – Financial Services & Insurance, Technology, Automotive, Retail, Media, Communications, CPG, Travel & Leisure, Gaming, Life Sciences and Public Sector.

Proven track record in developing new business revenue & profitable growth in a variety of roles within Technology, Marketing Services, Integrated Agencies, and Consultancies. Gained extensive sales, marketing & client relationship experience, coupled with international P&L responsibility, general management & business operations. Certified in Sales Process (Sandler, Value Selling, SPIN), Negotiation (Scotwork) and Coaching (CTI).

Four core focus areas based on over three decades of business experience:

1. **Sales** – strategy, planning, & execution; implementing sales process & methodology; proposal & presentation writing; win-win negotiation; delivering coaching & experiential learning that empowers individuals & teams
2. **Relationship Management** – assessing what the customer truly needs, creating RM programmes that deliver on those needs, to deliver long-term, profitable relationships
3. **Customer Experience** – customer-driven, pragmatic solutions & strategies that create engaging customer journeys, legendary experiences and positive feedback
4. **Transformation** – harnessing the combination of People, Process & Technology to deliver positive change; a change catalyst through experiential learning and 1-2-1 coaching.

Career History

Agile Human - Co-Founder (September 2017 to present)

- Created Agile Human, an experiential learning and people development practice, focussed on creating more motivated, energised, productive people
- Within our first year we've secured an eclectic mix of clients - Shepherds Friendly, LV=, Uber, Informatica, Conga, Glisser, digital agency Kyan, and regional arborists CTC
- My primary focus has been on the development of our solutions, our website and social output, networking, and naturally securing new business and delivery
- For more details go to our website www.agilehuman.co.uk

Ninety CIC – Commercial Director (March 2016 to August 2017)

- An eighteen-month experiment to establish the scalability and viability of a start-up Social Enterprise focused on Digital Transformation and Customer Experience
- Blend of new business, client relationship management, partner development and go-to-market strategy, building a pipeline of circa £6m in revenues at time of leaving
- Personally delivered £650,000 in new business 2016; supported Ninety's founder in the closure of a £1.1m PaaS customer portal with the CDO of a global insurer for 2016
- Secured £550,000 in revenue with a B2B global insurer in Q1 2017 and £350,000 in Q3 2017 with a global B2C FS brand; both Agile MVP digital transformation projects
- Recognised in June 2017 that Ninety's reliance on its partner ecosystem for delivery, coupled with the Founder/CEO's reluctance to invest in growth, results in a business that is unable to scale successfully at speed and remain competitive with its rivals

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Adobe – Head of Strategic Accounts EMEA (July 2014 to February 2016)

- Global Digital Marketing Technology provider – focused on Digital Transformation, Integrated Customer Experience, Consulting, Managed & Professional Services
- Led a Business Unit focused on Telco, Financial Services, Automotive & Public Sector
- Key accounts included BMW, HSBC, Vodafone, Ford, Barclays, BT, Fiat, UBS, Liberty Global
- Remit to develop & manage international, multi-million \$USD Enterprise solutions
- \$80m new business target for 2015 – achieved 117% at \$93.5m total bookings
- \$14m existing annual revenues for 2015 in the three private sectors grown by 13% YOY
- Directly managed 20 colleagues – collaboration with hundreds of colleagues globally
- Acted as Executive Sponsor on a variety of accounts within the portfolio
- Executive Lead for the Value Selling sales process rolled-out across Europe in 2015

CACI – Group Director, Integrated Marketing (May 2011 to June 2014)

- Customer Relationship Management and Integrated Customer Experience solutions
- Annual revenues of £22m with average YOY growth of 10%
- Personally generated £8.7m over three years in new incremental business; led the tender for a Global Digital Transformation solution (five-year contract worth £13m with Chelsea FC)
- New logo wins included BA, Symantec, Carphone Warehouse, Mobistar, Hertz
- Overhauled our Sales Process, Bid Review & Tender strategy to improve new business qualification – win ratio improved from 1:10 to 1:4
- Strategic Account Planning and Client On-Boarding strategy – 100% key client retention
- Developed strategic partnerships with key vendors to build opportunity pipeline (including Adobe, IBM, SDL, and Apteco)

Epsilon (ADS) – Managing Director & SVP EMEA (July 2007 to October 2010)

- Global Marketing Services specialising in Multi-Channel solutions
- Led their two Marketing Services divisions - Epsilon Digital and Abacus – 110 colleagues
- Delivered £18m revenue, averaging 5% YOY growth - maintained double-digit profitability
- Working with major brands including P&G, Tesco, Vistaprint, Economist, AstraZeneca
- Improved our win ratio from 1:5 to 1:3 - delivered over 20 new digital clients in 2010
- Reduced client attrition in Digital from £2.6m revenue annually to £280,000
- Launched Analysis & Insight consulting services delivering £700,000 revenue Year 1
- Launched CRM Technology & Consulting solutions delivering £1.25m revenue Year 1
- Reduced operating costs by £1.8m annually including initiatives such as combining two London offices into one, transferring two Data Centres into one new location

RAPP (Omnicom) – Sales & Marketing Director (2000-2004 then re-joined 2006-2007)

- Data-driven European Direct Marketing Agency
- Delivered over £10m of incremental income (averaging 166% against target each year)
- New logo wins included Santander, BBC Worldwide, Daewoo, WorldCom, ntl, Allianz, Chase
- Sold ten hosted Customer Relationship Management solutions including consulting, professional services, data planning, campaign & account management
- Full management of major tenders including commercials & negotiation
- Partnership development with vendors including Informatica, Business Objects, and Alterian
- Identex re-branding implementation including new website & collateral

Education, Passions & Interests

Chartered Institute of Marketing Diploma and 3 'A' Levels (English, Economics and History)
Motorbikes and music are my two biggest passions – Advanced Rider and I play drums, guitar and bass. Love running, walking, mountain biking, Tai chi, Qigong & meditation.

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Older Roles for Reference

Strategic Data Management – Sales & Marketing Director (2006)

- Direct Marketing Specialist with focus on data-driven solutions - £5m annual revenue
- Customer Relationship Management, Consulting, Analytics, Modelling solutions
- New logo wins with Orange, Nielsen & Kronos (£460,000 incremental revenue)

FICO (FairIsaac) – EMEA Sales Support Director (2004-2005)

- Global Decision Management for Banking, Insurance, Retail & Healthcare sectors
- Consulting, Professional Services, Analytics, Modelling, Compliance & Data Governance
- Exceeded my annual target of £2.8m revenue (111% against target)

Equifax – Strategic Accounts Director (1998-2000)

- Global Consumer and Business Information provider for B2C and B2B
- Consultancy, Analytics, Database Management, BPO, Credit Risk solutions
- Managed two major strategic accounts (Dixons Stores Group & Littlewoods Group)
- Exceeded my annual target of £1.6m revenue (115% against target)

Information Resources Inc – Retail Services Director (1997-1998)

- Global Management Information consultancy
- Category Management & Data Analysis Solutions to Retailers and CPG sectors
- Led a team of over 30 colleagues that formed UK Client Services

Asda Wal-Mart – Divisional Marketing Manager (1995-1997)

- Was the UK's leading mixed-category grocer and hypermarket retailer
- Managed all marketing activity for Hypermarkets Division (£2.5m budget)
- Focused on new store launches, store renewal programmes & customer loyalty

The Rank Organisation – Marketing Manager (1991-1995)

- UK's market leader in Bingo (Top Rank and Mecca brands)
- Implemented a new in-house Customer Datawarehouse
- Developed a new Geodemographic Information System saving £350,000 per annum
- Designed a Direct Marketing strategy to deliver measurable sales promotion activity

The Retail Group – Senior Consultant (1990 - 1991)

- Independent Retail Consultancy advising Shopping Centre owners on existing or new build major retail developments
- Catchment Analysis, Marketing Strategy, Product/Tenant Mix, Layout & Design
- Billable Consultant with responsibility for new business development for the practice

J Sainsbury – (1984 - 1990)

- Store Management - became their youngest ever Department Manager at 19 years' old
- Promoted to a Head Office role within Sainsbury's Marketing Division in 1987