

Alex Comyn – Strategy and Planning

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Current Employer BBH London

Position Group Strategy Director

EXECUTIVE SUMMARY

I'm a digital practitioner, with over 20 years' experience creating solutions and experiences for global brands across all segments, incl finance, entertainment, retail, luxury, telco and automotive. I've worked for a wide range of award winning digital, integrated and above the line agencies, with strong credentials in the world and challenges of automotive.

For the past two years I've been working with BBH on Audi UK, their founding client and one of the most famous and enduring agency relationships in the industry. I led the team in developing a new customer vision and CX strategy for the iconic brand, developed and presented a future facing ownership proposition that helped BBH retain the Audi account in one of the most prolific pitches of 2019, and have since been working on digital integration across the breadth of their campaign planning, audience insight and journey modelling / benchmarking. Most recently I've been working on recovery planning and action for the brand as a result of the present Covid crisis.

In my previous role at Amaze (now Kin & Carta) I led the Toyota Europe business, developing a new customer vision / digital transformation initiative for 7.5 years and spending two years working with their luxury brand, Lexus Europe. I was promoted to CSO in 2015 and spent my time on the board integrating our creative, analytics, strategy, UX and BA teams into a cohesive client proposition that went onto enhance our existing client work and win new clients.

Past clients have included Mercedes, Smart, Three, Samsung, National Express, Berghaus, Hiscox, Co Op Foods, Kenwood DeLonghi, Unilever, Barclays, National Lottery, Saucy Fish, Tesco Mobile, Western Union, Universal Music to name but a few.

All of my work is built upon a love of well-informed, creatively surprising and clearly relevant ideas that change the way people connect and do business; with brands and each other. For me, success comes from not only identifying the needs of the customer but recognising the operational requirements to transform those needs into amazing ideas, products and services that people will want.

Seriously, I love my job.

CAREER HISTORY

[BBH](#)

July 2018 – Present | Group Strategy Director

Key accounts

- Audi UK

Other accounts:

- Tesco Mobile, Western Union, Ladbrokes / Coral, pitches and new business meetings

Key achievements

- Developed a new customer vision, service blueprint and program of works for Audi UK, working closely with Audi's then CMO, Benjamin Braun (now Samsung Europe) and Head of Digital, Antony Roberts. Identified a £122m revenue opportunity and built out a program of works for immediate and long-term improvements across the Audi digital estate.
- Created a future facing ownership proposition that formed the third and final part of the 2019 Audi pitch, presenting to senior stakeholders and helping BBH retain the business and continue a 37 years long relationship. Our ideas scored overwhelmingly positive in audience testing across our competitor metrics and resonated the highest with our most important target audience – young audiences for whom a car is no longer a status symbol.
- Helped drive performance across the existing digital estate with a 9% YOY improvement in lead generation by the end of 2019 and a strong start to 2020.
- Mapped out the performance of the current car buying journey for Audi, highlighting areas of strength and opportunity and to be used as a tool to bring the business closer and unite around the needs of the customer.
- Developed and coordinated a multi-agency project to map out and benchmark the current Audi EV (electric) buying journey, including a full audit of insights and performance. The project is now used as part of Audi's scorecard for monitoring and improving campaign performance and customer experience.
- Successfully developed and delivered a new customer vision for Tesco Mobile, creating an overarching service blueprint and a suite of short and long-term improvements their experience across all touchpoints incl online, retail, CRM and billing. The program of works is in development by the client for rollout in 2020 and 2021.

[Amaze](#)

July 2010 – March 2018 | Strategy Director / CSO

- Invited to take over the board level role of Chief Strategy Officer in 2015.
- Responsible for the breadth of the agency strategic offering including strategy, data insights, business analysts, user experience and the creative department as well as responsibility for our commercial performance and chargeability.
- In addition, responsible for developing relationships and opportunities with our partner agencies within the St Ives Group, both in the UK, Europe and in the US.

Key accounts

- Toyota / Lexus Europe, Co Op Foods, Kenwood / DeLonghi, Carlsberg, Hiscox, Chicago Town, McCain

Other accounts:

- Bridgestone Tyres Europe, Coca Cola Enterprises, University of Salford, Bupa Care Homes, Saucy Fish, Interxion

[Code Computerlove](#)

Aug '08 – June 2010 Account Director

Key accounts:

- KCC (Huggies), Butlins, Media City UK, PZ Cussons (Carex, Skinbliss, Original Source), Crown Paints, SSL/Durex Berghaus. The Car People and Aldermore

[Claydon Heeley / The Zulu Network](#)

Jan '07 – June 08 | Account Director / Digital Strategist

Key accounts

- Mercedes Benz / Smart / Daimler Chrysler, Universal Music Group, National Express, Three, Dunlop Tyres

[AMX / Arnold Interactive, Ai London, Twentysix London](#)

Jan '01 – Dec '06 | Account Director / Executive Producer

Key accounts

- National Express, Lex Vehicle Leasing, bmi airlines, Universal Music Group, Samsung, Prudential, Aveda, Barclays, Three, National Lottery, Trent Palliative Care

[Modem Media](#)

Jun '99 – Jan '01 | Senior Producer

Key accounts

- Citibank, FT.com, Friends Provident, Valvoline Oil, Utiyx Energy, Deutsche Bank, Unilever, General Motors

Interests and passions

I have a big interest in music, having worked in record shops since my school days and later playing in bands, touring and recording. I was a freelance journalist for an independent music magazine in the 80's, writing features and interviewing various figures from both the literary and music world. I was signed to a songwriting deal in the 90's with a major music publishing company, along with my band, and set up and ran our own record label. I later managed a number of bands, negotiating publishing and record deals on their behalf and looking after their career development (herding cats is far, far easier).

I photograph things, honing my skills on various trips around the world incl California, the east coast of Australia and the North of England. Most recently I've been photographing boxers and cage fighters. I've had my work published and exhibited, have sold some prints and am currently developing a book and exhibition of my time ringside. I'm never happier than when I'm photographing things.

I spent ten years living in the North West raising my two sons and still have a house there but have since moved back to my hometown, and first love, London.

In short, I like to keep busy...

References are available from past clients, employers and direct reports, upon request.