



Laura Penfold

Marketing and Partnerships Executive

Wandsworth, London SW18, UK

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Languages

English (Native)

About

Results-driven marketing professional with over 7 years experience developing and managing campaigns, partnerships and events across a variety of industries, most recently specialising in luxury. Recognised as a self motivated and optimistic individual, I have a proven track record of expanding brand audience coverage, boosting revenue, and ensuring high client satisfaction. This is demonstrated through my management of the entire European partnerships and sponsorships portfolio at Netjets for the past year and a half, where I consistently exceeded targets.

BRANDS WORKED WITH

BMW Group

Netjets Europe

Red Bull

Experience

● Strategic Partnerships Executive

Netjets Europe | Jan 2022 - Now

Sole management of Netjets' brand partnerships and sponsorships program across Europe, proactively expanding strategic alliances through targeted business development initiatives with brands aligned with Netjets' overarching strategy and UHNW audience. Seek out new experiences aligned with clients' interests, spanning luxury hospitality, wellness, sporting, gastronomy and fashion. Effectively built new partnerships and executed activations with four of the largest fashion houses worldwide within the past year. Strengthen existing partner relationships, strategically enhancing initiatives to bolster client retention, involving Media, PR, Events, and Communications. Develop European sponsorship opportunities to optimise brand awareness, increase market share, and contribute to the development of an indirect sales pipeline in respective territories. Successfully pitched, negotiated and secured Netjets Europe's largest-ever sponsorship, scheduled for the summer of 2024. Oversee and negotiate partnership contracts, ensuring the timely execution of all deliverables on both sides of the agreement while liaising with the procurement and legal teams. Developed and project managed 32 partnership and sponsorship events in 2023, both regional and international, ensuring seamless execution to foster partnership development and Owner satisfaction. Work closely with the Events Team on managing logistical aspects for activations. Collaborate with the analytics team to leverage available resources and tools, showcasing return on investment for partnerships, encompassing both new and existing business. Generating €51.4M across our team of 5 within Events and Partnerships in 2023 (36% increase from 2022), specifically generating £500k from one hotel partner alone. Budget management of EU partnership and sponsorship cost centres.



● NATIONAL & RETAIL COMMUNICATIONS LEAD

BMW Group | Jan 2020 - Jan 2022

Manage the British Touring Car (BTCC) partnership with West Surrey Racing, negotiating contracts with drivers, directing photoshoots and uniform design, and organising media events. Lead vehicle livery design and direct creative agencies for social content. Create and execute national marketing campaigns across various channels, including OOH, TV, Radio, Social and Digital Display. Demonstrate market and audience insights for the development and implementation of retailer Aftersales marketing campaigns and programs, driving awareness of company products and services. Autonomously manage CRM marketing program, Virtual Retention Manager, exceeding revenue targets and expanding the program overseas to include Irish Retailers. Direct external marketing agencies' activities, ensuring understanding of brief and delivering incremental sales. Employ strong communication skills to collaborate with internal marketing teams and contribute to senior level decision-making by analyzing and interpreting data for retail marketing campaigns. Management and coaching of two Interns, assigning relevant tasks, while also directing the recruitment lifecycle to source and employ new interns.



- **BRAND AND LAUNCH MARKETING ASSISTANT**

BMW Group | Jan 2018 - Jan 2019

Created omni-channel marketing campaigns, including the BMW April Fools social campaign. Orchestrated the logistics of large-scale events including Snowbombing 2019, securing high-profile talent such as Tom Grennan. Collaborating closely with production teams, I oversaw content creation and adaptation for social channels. I also handled talent management and collaborated with creative and media agencies for national advertising campaigns. Served as a single point of contact for the assigned media agency, overseeing all UK TV and film product placement. Achieved financial objectives by monitoring multiple budgets, analyzing variances, and initiating corrective actions.



- **FIELD MARKETEEER - TEAM LEADER**

Red Bull | Jan 2016 - Jan 2018

Accountable for training and direct management of a team of five, maximizing productivity through ongoing performance monitoring and review. Applied commercial thinking and communicated regularly with customers to identify new opportunities for product trial and brand growth. Supported larger national Red Bull events, ensuring a great brand experience for consumers and assisting with logistics. Captured social content during sampling activities and events for use on various Red Bull channels.

Education & Training

2020

- **Loughborough University**

BSc (Hons) Retail, Marketing and Management,

2016

- **Loughborough University**

International Bacculaureate,