



# Grant Spicer

Marketing Director

Epsom, UK

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## Languages

English (Native)

## About

A successful marketing leader with a proven track record in creating exceptional strategies to drive the business forward, consistently delivering effective results in a challenging marketplace. • Strong analytical skills, generating highly creative solutions and operational improvements, astutely challenging the status quo • Led the marketing team delivering 4 years of record Sales & EBIT at Superdrug • Established the promotional proposition for the launch of loyalty card and CRM; ongoing support, analysis and development saw the programme grow to the 4th largest in the UK in 5 years • Drove the creation of a new brand platform, oversaw campaign development and launch, changing brand perception through advertising, media, customer experience and internal communication. • Developed dynamic and cohesive teams for sustained success, nurturing and coaching talent • Delivered 1.25million social followers through the creation of a holistic content marketing strategy • Successfully created the GTM strategy of owned and own brand ranges delivering £300m pa

### BRANDS WORKED WITH

Family Leave

Holland & Barrett International

Moochies Technology – Children'S Smart Phone

Superdrug Stores

Superdrug Stores Plc

## Experience

### ● Global Marketing Director

Moochies Technology – Children'S Smart Phone | Feb 2022 - Sep 2022

Established brand focus to develop brand consistency to enable launch into new territories with a consistent tone of voice and visual identity, whilst allowing relevant localisation in the market. Selected Achievements

- Generated leads and built initial relationships to drive retail role out into 2 countries, delivering Q4 sales of £500k and expected recurring revenue of £750k.
- Relaunched the brand in 2 countries and supported expansion into 4 additional countries, providing country-specific marketing packages reflecting the specific requirements of the local market, delivering Q4 sales of £4m and expected recurring revenue of £6m.
- Created brand vision, mission, and values statements to shape the direction of all future customer communications and created brand guidelines to ensure consistent delivery across all touchpoints.
- Collaborated with the CTO & Sales director on a range extension project to build a Seniors Smart Phone Watch. Created a new brand, visual identity and tone of voice and wrote all content for the new website.

### ● Family Leave

Family Leave | Nov 2019 - Jan 2022

### ● Head of Marketing UK&I

Holland & Barrett International | Jan 2019 - Oct 2019

Established an integrated design and retail marketing function covering all marketing mix areas and introduced customer insight to all stages of the design process. Selected Achievements

- Critically reviewed all commercial marketing activity, created & introduced customer calendar for FY20 planning. Completed the FY 20 budgeting process, delivering savings of £3m @ 27%
- Created integrated design studio creating all assets for digital marketing, social media, print, in-store and product design and development.
- Collaborated with the Global brand director on new brand positioning, created new brand guidelines and roll-out strategy for implementing and communicating the new brand for the UK&I.
- Launched food-to-go trial into 5 stores, in-store design and display,

go-to-market strategy, local marketing & PR support and framework for 80 store rollout.

- **Head of Marketing**

Superdrug Stores Plc | Mar 2014 - Jan 2018

Successfully led a team of 23, directly responsible for the full £10m plus net marketing budget. The most senior marketeer; owned the value proposition and all customer communications. Selected Achievements

- Owned and developed the 3-year strategy "the best, most well-considered and commercial marketing strategy that I have seen" (UK board & senior Hong Kong stakeholders at budgeting review)

- Reworked the budget to deliver the business seasonal sales targets.

Our longer-term brand objectives cost-effectively create a discretionary pot to trial new media opportunities including OOH, sponsorship, and partnerships.

- Developed a seasonally relevant omnichannel campaigns programme, executed across traditional and digital media, delivering double-digit growth during key seasonal trading periods.

- Reinvented go-to-market strategic framework for the launch of all own, owned and exclusive product NPD.

- Pioneered three new store propositions to reverse footfall decline, introduced new branding, products and services, digital customer experiences, and local advertising model, evaluating performance and rolling out successful elements across 500 stores.

- **Senior Marketing Manager – Promotions, Price & PoS**

Superdrug Stores Plc | Jan 2010 - Mar 2014

Successfully developed and operated the planning and delivery of promotion & price proposition and delivered activity across all channels and territories. Selected Achievements

- Effectively led and developed a team of 11 through a period of significant change

- Defined the promotion and pricing proposition; creating and administering a business tool to evaluate performance to support the value position whilst maximising profitability

- Developed and delivered local marketing proposition, ensuring brand consistency whilst delivering solutions to support stores' local market challenges

- **Marketing Manager – Promotions**

Superdrug Stores Plc | Sep 2004 - Jan 2010

Effectively drove and cross-functionally managed the promotion planning and customer research functions.

- Saved 3500 hours per promotion event in-store, led the project team and delivered store-specific PoS.

- **Promotions Planning Manager**

Superdrug Stores Plc | Sep 2002 - Sep 2004

Led the promotions planning process, increasing promotional participation to 45%.

- **Promotional Display/Point of Sale (PoS) Manager**

Superdrug Stores | Aug 2000 - Sep 2002

Managed the team, the agencies and the creation, production and delivery of all Promotional PoS.

- **Promotion's Assistant /Marketing Assistant**

Superdrug Stores Plc | May 1998 - Aug 2000

- **to Store Supervisor**

Superdrug Stores Plc | Aug 1993 - May 1998