



# Joanna Duncan

CMO | Strategy | Branding | Digital | CRM | Global | Tech | Content | Leadership |

Geneva, Switzerland

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## Links

[LinkedIn](#)

## Languages

English (Native)

French (Work Proficiency)

## About

I lead marketing teams through transformational times to achieve business growth. I've held global roles for the last 12 years, overseeing brand, campaign, content, creative, web and digital teams. I have a broad marketing background formed in different industries and a mixture of B2C and B2B roles.

### BRANDS WORKED WITH

- Barclays
- Eversheds Sutherland
- Expedia Group
- HomeServe
- The Travel Corporation

## Experience



### ● Chief Marketing Officer - Insight Vacations & Luxury Gold

The Travel Corporation | Oct 2016 - Jun 2022

Leading the global marketing function, defining the brand vision and setting the global marketing strategy for the premium and luxury guided holiday brands within the Travel Corporation portfolio.



### ● Director, Global Partner Marketing

Expedia Group | Feb 2013 - Sep 2016

Leading the strategy and planning of partner communications, partner marketing and trade marketing for the lodging B2B business.



### ● Senior Global Marketing Manager

Expedia Group | Aug 2011 - Jan 2013

Driving the strategic, tactical and creative development of the global B2B marketing program.

### ● Marketing Consultant

| Nov 2010 - Jan 2014

Providing project based support in digital marketing, social media and PR, primarily in the sport, leisure and hospitality industries.

### ● Product Marketing Manager

Barclays | Nov 2007 - Nov 2010

Setting the marketing strategy and driving the commercial performance of Home and Travel Insurance products. Managing the full marketing mix of product, price, promotion and distribution.

### ● Senior Marketing Manager

Barclays | Aug 2006 - Nov 2007

Leading the planning and implementation of marketing communications plans for Barclaycard consumer loan products. Managing integrated marketing campaigns, above and below the line, to drive customer acquisition, loyalty and retention.



### ● Business Development Manager

HomeServe | Jul 2005 - Aug 2006

Developing new business opportunities and implementing new affinity marketing partnerships with companies in the Retail sector. Managing new product development and test marketing of all new initiatives.



### ● Product Development Manager

HomeServe | Sep 2003 - Jul 2005

Creating new domestic emergency products for affinity marketing campaigns with partners in the Utilities sector. Leading the planning, creative

development and execution of all test marketing campaigns for new products.



- **Marketing Executive**

Eversheds Sutherland | Sep 2000 - Sep 2002

Planning and delivering internal and external communications on a regional and a firm-wide basis.

## Education & Training

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2022 - 2022

- **Marketing Week**

Mini MBA, Marketing

2002 - 2003

- **Aston University**

Master of Science, Marketing Management

2000 - 2002

- **CIM | The Chartered Institute of Marketing**

Postgraduate Diploma, Marketing

1996 - 2000

- **Nottingham Trent University**

Bachelor of Science, Physiology & Pharmacology