



Sotos Georgalli

Brand & Creative Director

London, UK

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Languages

Greek (Basic)

English (Native)

About

Extensive agency and in-house experience. Excellent communication and commercial skills, passionate about creating differentiated brand solutions that seamlessly bring together brand strategy and creativity. Expertise in creating total brands across multiple touch points, underpinned by strategic thinking. A career that spans the areas of retail, financial services, consumer, airline, petrochemical, telecommunications and fashion. My leadership style is a combination of democratic and coaching across the breadth of teams that I have managed, from UX designers to visual merchandisers. Recent clients have included NotOnTheHighStreet and Lovehoney.

BRANDS WORKED WITH

- 2020
- Conran Design Group
- Consultant
- FutureBrand
- In Real Life
- Landor Associates
- Moss Bros. Group Plc
- Superunion
- White Stuff

Experience

Creative Director

Consultant | Sep 2018 - Now

Expertise in Creative Strategy, Brand Identity, Brand Expression and Implementation, Brand Guardianship, Branded Environments, Campaign Ideation, Art Direction and Content Creation. Recent clients have included NotOnTheHighStreet and Lovehoney.



Marketing Director - Interim role

White Stuff | Sep 2018 - Jun 2019

Overall responsibility for setting the marketing strategy and calendar. Working closely with all other departments to ensure best use of budgets to drive sales and increase customer reach. Drive the creative team to produce effective, timely and brand relevant content through multiple touchpoints.

Brand & Creative Director

Moss Bros. Group Plc | May 2015 - Aug 2018

The custodian of the brand. Develop and drive a strategic, integrated brand marketing programme across all touch points which continues to build the brand. Oversee the annual marketing strategy whilst setting KPI's and objectives for the team. Leading the ideation and development (scripting, art direction and commissioning) of integrated campaigns and content, ensuring a unified brand voice across all customer touchpoints targeting all the customer profiles and meeting business requirements. Ownership of the brand expression, from digital art direction to maintaining a consistent tone of voice for all digital brand communications, maintaining the visual integrity of the brand.

Creative Director

Moss Bros. Group Plc | May 2010 - May 2015

Responsible for the execution of the brand's creative output. Generating all the brand campaigns and communications for both online and offline. Working with the marketing team to develop the marketing calendar. Co-Directed the strategy for re branding the business and the new store design and directed the store refit programme. Working closely with B&M to develop process for trend analysis and adaptation through to developing narratives for the collections. Co-directed strategy for brand hierarchy within store environments. Manage all the visual merchandising aspects of the business from directing the generation of mannequins to leading the team of field based VMs.



Design Director

Conran Design Group | May 2008 - May 2010

Brought in not just for creative expertise but also to put better working practices in place for the company. Introducing process to help effectively manage and plan work traffic and studio resource. Building on and strengthening the relationship between client services and the studio to effectively create new ways of approaching and managing projects. Responsible for Conran's largest client, Shell, managing all the varying project streams that ran concurrently and overseeing both the 2D and 3D work streams, from an updated set of brand guidelines to a new retail concept.

- **Design Director**

Landor Associates | Jan 2004 - Jan 2008

Working on the Morrisons re-branding programme, encompassing packaging, environments and communication. Growing the business to include a second phase of work, including the Café, Pharmacy, Dry Cleaning, and Morrisons Head Office. Morrisons won a Gramia Award for Brand Experience as well as a DBA Award. With the Brand Team at BP working on sub-brands, such as Alternative Energy, creating a look and feel system, as well as being responsible for the new BP look and feel refresh. Delivering a successful industry event for Jones Lang LaSalle, a global property and investment company, led to being awarded the global look and feel for the whole company, spanning five continents. Developing a differentiated visual strategy for Preeem, a Swedish petrol retailer in an incredibly competitive market. Positioning them as a petrol station for women, and completely redefining their C-store offer. Profits increased by 146% subsequently and the project won a DBA award.

- **Senior Designer**

2020 | Jan 2002 - Jan 2004

- **Senior Designer**

In Real Life | Jan 2000 - Jan 2002

- **Senior Designer**

Superunion | Jan 1999 - Jan 2000

- **Senior Designer**

FutureBrand | Jan 1993 - Jan 1999

