



# Chris Hale

Portfolio Marketing Director / CMO / Interim

London, UK

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## Languages

English

## About

Marketing Strategy Leadership Summary: Expert Customer Marketer, Skilled at developing compelling & profitable B2C & B2B brands and delivering commercial success through weaving together of multi-channel marketing, digital, customer experience, & service. International Brand Marketer, extensive experience delivering some of the World's most successful B2C service focussed brands, from British Airways to InterContinental Hotels and T-Mobile. Strategic Leader with the vision, intellect, empathy & energy to create clear customer-led strategy, and the proven ability to galvanise teams to deliver against this. Seasoned Professional, skilled in the art of people & stakeholder management. Proven success operating in matrix & high-pressure organisations. Able to rapidly solve commercial problems, turn strategy into action, & deliver.

### BRANDS WORKED WITH

Intercontinental Hotels Group

InterContinental Hotels Group

Landmark Spaces Realty

SIM4travel

Spark! Strategic Solutions

## Experience



### ● Founder & Principal Consultant, Spark Strategic Marketing

Spark! Strategic Solutions | Sep 2018 - Now

Strategic consultant / Interim CMO operating at ExCo level, helping clients develop high-impact growth-marketing. Currently advising leisure & hospitality companies on proposition, brand, loyalty, & digital. Assignments include: brand & distribution strategy to step change profit for leading UK Luxury hotel; Developing an integrated Marketing plan & ways of working for a leading Asian hotel co.; Ongoing consulting on creating hotel loyalty.



### ● Chief Marketing Officer (Interim)

Landmark Spaces Realty | Jan 2021 - Jan 2022

Driving growth, with strategy and execution responsibility for Brand, Customer Experience, product, digital & Sales. Oversight of Covid recovery drive & transformation to customer-centred brand. Achieved 400% revenue growth, 20x increase in ancillary revenues, & doubling of Direct. Developed and delivered new premium brand positioning focused on bespoke customer experience, & relaunched with new value proposition, new website, social, PR & digital campaign

### ● VP Global Marketing

Intercontinental Hotels Group | Oct 2012 - Apr 2018

Led team of 60 with oversight of Global Marketing transformation, from siloed to guest-centred organisation delivering differentiated branded guest experiences. Oversight of key strategic programmes e.g. Global Digital CX initiative.



### ● VP London 2012 Olympic Sponsorship

InterContinental Hotels Group | Jun 2009 - Oct 2012

Led cross-functional team to optimise IHG's \$25M investment. Led LOCOG negotiations, secured opportunity to run Athlete Village. Spear-headed sponsorship from strategy, to brand activation, PR, events, & staff engagement.



### ● VP Marketing

InterContinental Hotels Group | Dec 2007 - Jun 2009

VP Marketing - EMEA: Responsible for driving revenue via Brand, Loyalty, Digital, & PR with \$25M budget.



- **Founding Partner & CMO**

SIM4travel | Jun 2005 - Nov 2007

Founding Partner & CMO, Sim4Travel. Telco start up valued at >£1m in just 18 months