



# Fredrik Ahlin

Executive Creative Director / Brand Director || x ECD Hotel Chocolat || Luxury, Beauty, Fashion & Lifestyle ||

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

Swedish (Native)

## About

Former Board Director, Brand Director, and Executive Creative Director at Hotel Chocolat; Executive Creative Director at Leagas Delaney; Executive Creative Director at IWG and Regus; Creative Director at Boden; Brand & Marketing Director at TP ICAP; and Head of Digital Creative at Marks & Spencer.

With over 20 years of senior leadership experience, I have led multi-disciplinary and global teams within nimble start-ups and scale-ups, as well as large, established, and fast-growing B2C and B2B businesses, spanning fashion, beauty and luxury, to professional and financial services. Leveraging extensive digital knowledge and my constant curiosity for what's next, I add strategic, creative, and commercial value to brands – both agency and client-side.

Previous roles have included full responsibility and commercial accountability for creative direction, brand strategy, marketing, digital, PR, and social media. In addition to the delivery of global 360 campaigns, I have also led digital transformation programs, successful client pitches, and agency RFPs.

Available for free-lance, contract, and permanent opportunities.

[www.fredrikahlin.com](http://www.fredrikahlin.com)

### PREVIOUS CLIENTS AND EMPLOYERS INCLUDE:

#### IN-HOUSE:

Hotel Chocolat, M&S, Boden, Not on the High Street, The Gelbottle Inc, TP ICAP, IWG & Regus

#### AGENCIES:

Leagas Delaney, BETC, AMV BBDO, HWA, Ogilvy, Brave Bison

#### CONSUMER BRANDS:

LUXURY: PATEK PHILIPPE, Hotel Chocolat, Charbonel et Walker, David Morris, Pictet Bank Suisse, iitala, Salviati, Connect Jets, Walpole, FASHION: VOGUE, Boden, Ghost, Levi's Jeans, Diesel Jeans, ECCO, Moss Bros, Fenwick, BEAUTY: AVON, RIMMEL, FACE Stockholm, Goldwell, The Gelbottle Inc, Philosophy, ALCOHOL: Grey Goose, Chivas Brothers, Penfolds, MARTINI, Bombay Sapphire, Dewar's LIFESTYLE: Marks & Spencer, John Lewis, Love Cocoa, TCC, Evian Water, Busy B

#### B2B BRANDS:

IWG, Regus, SPACES, MAREX Solutions, Deutsche Bank, Nobel Foundation, TP ICAP, COEX, Pictet Bank Suisse

#### MAGAZINES:

British VOGUE, German VOGUE, Russian VOGUE, M&S Style & Living, Wallpaper\*

#### BRANDS WORKED WITH

Boden
Hotel Chocolat
IWG plc
Leagas Delaney
Marks and Spencer
  
The GelBottle Inc
TP ICAP
Vogue

## Experience

### ● Creative Director / Brand & Marketing Consultant

| Jan 2015 - Now

Creative direction, brand strategy, marketing support, and creative execution for B2C and B2B brands.

Past & present clients include: Not on the High Street, John Lewis, Love Cocoa, AMV BBDO (Martini, Bombay Sapphire, Dewar's), BETC (Rimmel, Evian), Ogilvy, Busy B, MAREX Solutions and Brave Bison.

● **Creative Director**

The GelBottle Inc | Jan 2023 - Aug 2023

Global responsibility for the creative functions of TGB, and its sister brand Peacci.

● **Brand & Marketing Director (Interim)**

TP ICAP | Jan 2020 - Dec 2020

Global responsibility for the Brand, Marketing and Creative functions across 26 countries.

Key achievements:

- Creative Direction and digital product delivery of the new global website
- Migrated a portfolio of 30 company specific sites to one master site
- Multiple successful re-branding projects, product launches and global marketing campaigns.



● **Creative Director (Interim)**

Boden | Jul 2019 - Nov 2019

Global responsibility for all creative teams; Art Direction, Styling, Design, Copy and UI & UX.

Key achievements:

- Established processes to ensure business and trade needs were met across all channels
- Established a new customer-centric framework for best in class creative production
- Elevated the brand voice and the creative output whilst protecting the brand DNA.



● **Executive Creative Director**

IWG plc | Apr 2017 - Jun 2018

Global responsibility for Brand, Creative and PR & Comms across 120 countries.

Key achievements:

- Redefined the brand architecture, rationalised 30 pre-existing brands to 6 operating brands
- Created brand strategies, messaging and guidelines for 6 operating brands
- Successful launch of IWG as the new global master brand, replacing Regus.



● **Executive Creative Director**

Leagas Delaney | Jan 2015 - Jan 2015

Creative responsibility across the agency's premium and luxury accounts.

Clients included:

Patek Philippe, Penfolds Wine, ECCO, AVON, Pictet Suisse Private Bank, Deutsche Bank, Walpole and Glenfiddich.



● **Head of Creative M&S.COM**

Marks and Spencer | Mar 2013 - Sep 2014

Creative direction across women's, lingerie, men's, kids, beauty, home, and furniture. Heading up a 40+ strong creative team, and responsible for a £16m+ budget. The role spanned all digital platforms, catalogues and CRM, across 50+ countries and territories.

- Creative Direction and successful launch of the new global website with daily publishing
- Integration of editorial with e-commerce generated a 25% uplift (sales exceeded £1bn)

- Established a collaborative team culture with progression and development opportunities
- The creative team produced over 8,000 web pages, 600 emails and 500 editorial pages in addition to 20,000 product pages – over 2,000 shoot days and 200,000 assets annually.



### ● **Board Director & Executive Creative Director**

Hotel Chocolat | Jan 2006 - Jan 2012

Board director with global responsibility across creative direction, brand strategy and PR.

Key achievements:

- Created the iconic Hotel Chocolat brand identity and creative platform that is still in use
- Voted “Most Advocated” British brand by Marketing Week
- Awarded the No.1 position on The Sunday Times “Fast Track 100” list
- Launch of over 70 shops, coffee shops, restaurants, and a luxury hotel in Saint Lucia
- PR collaborations with BAFTA, Soho House, Grey Goose, LFW, and Agent Provocateur
- Significant role in growing turnover from £5m to over £70m annually.



### ● **Senior Creative**

Vogue | Jan 1997 - Jan 2004

Multiple contracts for German, British and Russian VOGUE – Condé Nast.

## **Education & Training**

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### ● **Beckmans School Of Design**

BA (HONS),