



Craig Smith

Chief Digital Officer

📍 London, UK

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Languages

English (Native)

About

A highly experienced Chief Marketing Officer capable of encompassing multiple customer centric specialisms who has built and managed large complex marketing, ecommerce, digital, brand + creative teams of up to 250 people with global P&L's. A track record of developing and delivering over 200 campaigns, websites, digital activations and multinational brand projects spanning over 25 years of working internationally at board level. Brand is the hero and the glue that binds all of the work that's been delivered.

BRANDS WORKED WITH

Capita Consulting

Decidable Global Ltd

Radley London

Ted Baker

Experience

● Co-founder + Chief Digital Officer

Decidable Global Ltd | Feb 2021 - Now

Co-founding, Seed funding and Deployment of the Decidable platform + brand

- B2B ecommerce (SaaS)
- Website concept, deployment and evolution (including CRO + UX + UI)
- Marketing + GTM strategy and delivery. Test and learn approach
- Digital and brand marketing, A/B testing through AI and automation
- Social media
- Third party partnerships programme
- External agencies procurement and ownership

● Digital Design Lead

Capita Consulting | Sep 2020 - Feb 2021

Led a team of 21. Strategised and rebuilt the digital experience design practice within Capita Consulting and produced a strategy for a customer experience and B2B ecommerce framework for all new and existing clients.

- Hired and onboarded 42 mixed discipline designers in six months. Focus on UX / UI.
- Approved 2 year roadmap with Capita board
- Team performance training
- Senior stakeholder engagement
- ROI driven approach to develop quality customers over quantity



● Interim Chief Customer Officer

Radley London | Dec 2019 - Jun 2020

Led a team of 26. Working with the board and PE owners to develop a strategy for ecommerce, digital, data, brand + marketing. Focus on driving topline revenue and EBIT growth to maximise sales, growth and margin.

- Marketing + Brand strategy; brand activation, community management, sponsorship and wholesale
- Ecommerce and analytics. Magento2 platform delivery and UX + UI overhaul
- Marketplace strategy for UK, EU and US
- Ecommerce strategy for UK, US, China and Japan
- Organisational design for e-commerce and brand structure.
- Developed and delivered Radley London brand vision project
- Covid support strategy for ecommerce, retail and brand
- Global ERP project strategy
- Developing and managing of new trading calendar



● Ecommerce + Marketing Director

Ted Baker | Jun 2017 - Sep 2019

Led global team of 235 people and worked closely with exec and non-exec boards to deliver global ecommerce, technology and digital data strategy to accelerate omnichannel revenue growth.

Ecommerce operations (including UX + UI and all third party management)
Marketing (retail, wholesale, international licensees and product licensing)
Achieved growth of ecommerce revenues from £90m to £120m in 30 months
Improved commercial performance using data sources including web analytics data on traffic, P&L, add to list and conversion
Improved the digital platform to drive increases to conversion rate, sessions and AOV
Pioneered Ted's first global ecommerce + omnichannel strategy
Spearheaded a global e-commerce + digital + brand team restructure from 156 to 250 people
Increased global customer base from 320,000 to 1,280,000 in 24 months through the development of a UK + US customer segmentation / persona programme
Launched 7 international websites
Founding member of business steering committee for group transformation programme
Chair of the omnichannel development committee
Partnered with the buying teams to create a joined-up trading + content calendar,
Creative services
PR (online and offline)



● Brand + Digital Director

Ted Baker | Jul 2003 - Jun 2017

Led global team developed from 30 to 156 people. Worked closely with exec and non-exec boards to deliver global brand + marketing strategy to support omni channel revenue growth.
Ecommerce and analytics
Marketing (retail, wholesale, international licensees and product licensing)
Creative services
Grew ecommerce revenues to £90m
Launched the Ted Baker brand in 48 new markets
Developed Ted's first omnichannel strategy
Grew global digital team from 5 to 156 people
Grew UK + US customer base from 155,000 to 320,000 in 24 months
Launched 30 International third party trade partnerships
Launched 5 international websites
Founding member of business steering committee
PR (online and offline)