

# Mike Berry - CV

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Mike Berry MSc, Dip DM, F IDM, FCIM is a highly experienced digital marketing Lecturer, Consultant, Trainer and Author who has worked with/ for: Procter & Gamble, EY, Tesco, Unilever, Nestlé, Xerox, Ford, Honda, Hyundai, Toyota, Prudential, MTV (Viacom), Nokia, Shell, Marriott, Deloitte and British Airways. He has a broad marketing background with a deep digital specialism. He is an internationally-recognised consultant and keynote speaker on (digital) marketing. Mike has lectured at CIIM (Nicosia and Limassol) for the past 6 years.

## EDUCATION/ PROFESSIONAL QUALIFICATIONS:

### The Becket Grammar School Nottingham:

11 'O' levels, 4 'A' Levels

### Imperial College, London University:

B.Sc. (Hons) Mathematics

M.Sc. Economics and Industrial Sociology

### IDM Diploma in Digital and Direct Marketing

Fellow of The Institute of Direct Marketing (F IDM)

Author of "*The New Integrated Direct Marketing*" (Gower)

*"The Best of Global Digital Marketing Storybook"* 1 and 2

## CAREER ACHIEVEMENTS

### Current:

International Digital Marketing Consultant and Trainer (freelance)

Clients include:

IDM: *Course Director, Professional Diploma in Digital Marketing*

CIM: *Academy Lead Course Director, Digital Strategy*

Imperial College: *Course Leader, Digital Fundamentals - Online Learning (MSc Strategic Marketing)*

Hult International Business School

Universities of Cranfield and Kingston

Grenoble Graduate School of Business (Grenoble, Paris, Berlin, Moscow).

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2011-2014:

### Aprais Global:

Senior Digital Consultant

Working at Board Level with clients including Lloyds Banking Group (Lloyds TSB, BOS, Halifax), Cossette/ Dare, Y&R, Bacardi, Visa, Citibank. Monitoring, measuring and improving marketing agency/ client relationships

**Chartered Institute of Marketing (CIM):**  
**Senior Examiner (Integrated Media)**

**The Institute of Direct and Digital Marketing (IDM)**  
**Course Director**

**June 2010- July 2011:**

**Hult International Business School (London, Dubai, San Francisco, Shanghai)**  
**Lead Adjunct Professor in Digital Marketing**  
Course Director and Co-Creator, Master of Digital Marketing Program

**June 2008 - May 2009:**

**Jack Morton Worldwide (Interpublic Group/ IPG Experiential Network)**  
**Head of Digital, EMEA** (reporting to President, EMEA)

Integrating digital marketing activity with live events throughout EMEA region.  
Clients: Nokia, Shell, HP, HSBC, COI (DCSF and British Army), Ericsson, Zain, Thomson Reuters, Procter & Gamble, Unilever, Samsung, Toyota and Barclays

Activity included: online rich media ads, registration websites, e-mail marketing, social media marketing (LinkedIn, Facebook, MySpace, Twitter), Mobile (SMS/MMS, Bluetooth and .mobi sites). Virtual events (Second Life, Teleconferencing, Webinars etc)

Role included working with the Worldwide Planning Group as Senior Strategic Digital/ Mobile evangelist/ futurist

**December 2007 - June 2008:**

**Keeping It Virtual**  
**Senior Consultant**

Interim Assignment in Digital Marketing consultancy; specialising in high-level strategic advice to clients on Search (SEO and PPC), Affiliates, Web 2.0, Social Media, Blogs, UGC and Virtual Worlds including Second Life, IMVU, Sony Home.

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**2002 – 2007:**  
**SPIRIT Integrated Communications**  
**Founding Partner and Managing Director**

I set up this Digital/ DM agency with 2 partners. Clients won include Tesco, Cantor Index, (Spread Betting and Contracts for Difference), Cantor Sport (Spread Betting),

Spreadfair (Sports Spread Betting Exchange), Honda, Maybourne (Berkeley, Claridge's, Connaught), Marriott, MTV, Cantor Fitzgerald,

Ernst & Young, Procter and Gamble (Lacoste, Escada and Hugo Boss), South West Tourism, Universal Music, Newmarket Racecourses and Sotheby's.

- Tesco Wines: catalogue, microsite, direct mail, email marketing
- Cantor Index/ Sport Spreadfair: Flash banners, HTML email marketing program, Spreadfair website design and build, Cantor mobile Launch (outdoor, taxis, press, radio, TV, banners, SEO, PPC) affiliate program consultancy
- Southwest Tourism: Viral game ("Office Surfing")
- Flyjumpers: Viral film
- Sotheby's, Glennans crisps, Website design and build
- Universal Music; David Jordan album viral film + microsite (incl. links to retailers' e-commerce sites)
- P&G Lacoste: Promotional game/ email/ microsite plus 'Glamour' magazine promotion
- Newmarket Racecourse: banners, skyscrapers, MPUs (integrated campaign)
- MTV – won Gold DMA and PPA Awards for 'Soho' B2B campaign; generated £500,000 in new business for client
- Honda – invented the concept of 'Honda Purity' drawing on Sochiro Honda's strategic vision and writings. Turned this into the Purity campaign (including Honda Purity Book; high level design and branding project)
- TomTom (Sat Nav) launched brand in UK, working with 2 founders

The agency was full service and media neutral, offering Digital, DM, Advertising, Design and Promotional Marketing

Gross Profit £750,000 p.a. Staff: 15 + freelance; average margin 35%

As Managing Director, I led the successful merger of the agency with Rise Marketing in May 2006

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**1996 - 2002 Bozell (Draftfcb) – Interpublic (IPG)  
Senior Vice President (Pan Euro Integration and M&A)**

Servicing international clients especially the pan European Chrysler/Jeep DM/  
Digital business with support team based in Brussels office.

Mergers and acquisitions: selecting and visiting potential acquisition targets in: Netherlands, France, Germany, Italy and UK. Recommendations to M&A department in New York. Working with those offices post-acquisition to assist their integration into a pan-Euro integrated marketing network

Promoted to: **Managing Director, Bozell Marketing Services London** (Chrysler/Jeep, Commercial Union, COI/Blood donation, Save and Prosper), setting up a DM/Digital agency to work with Delaney Fletcher Bozell (Ad Agency) and recruited a staff of 10. Gross Profit £300,000 p.a. (29% margin)

**1993 - 1996 Kevin Morley Marketing**

**Director of DM and Promotions**

(Rover, Land Rover, MG, Mini, Prudential, RBS)

Managed team of 15. Negotiated and delivered against DM Group fee of £1.1million p.a. (30% margin on sales)

Rover Group – planned and managed all DM and promotions for £21 million Rover 600 launch (integrated with TV, Press and poster campaign)

**1991 - 1993 Wunderman (Young and Rubicam) London**

**Group Account/ Board Director**

(Ford, Monsanto Europe, Allied Irish Bank <AIB>, Legal & General)

Legal and General – planned and managed all DM for £10million Umbrella campaign (with Y&R)

Ford – planned and managed launch of £3million Talkback programme for company car drivers (first in the UK)

**1989 - 1991 MHA (Carlson Marketing)**

**Account Director (Citraën, Mars, Nestlé, BT)**

Nestlé- managed all Foodservices DM (Maggi, Crosse and Blackwell, Nescafe, Carnation, Libby's); built company's first ever caterer database of 20,000 contacts  
BT – directories and travel agents CRM programs

**1986 - 1988 (EHS) Brann (Havas)**

**Account Manager (Ford Vans/Trucks, Leeds Building Society)**

**1985 - 1986 Procter and Gamble**

**Graduate Trainee/ Sales and Marketing Executive**

(Daz, Ariel, Bold, Lenor and Fairy Liquid).

Won the National Sales Prize for Detergents at 250% of target

**OTHER INTERESTS**

Family (wife and 2 daughters). Swimming, Running, Guitar, Piano