



## CONTACT DETAILS



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## OBJECTIVE

Leading differentiated strategies that help client teams achieve higher margins and growth

## SKILLS

Exceptionally strong skills and experience in strategy, insights, business, brands and marketing

A unique thinker

A thought-provoker that asks different questions to deliver greater client value

## MAJOR ACHIEVEMENTS

- Lead strategist who launched many brands from inception. This gave me the depth of insight and hands-on experience to align business operations and people to brand experience. Enabling alignment across functional silo's. Helping design brand touch-points. This gave me an integrated view of marketing.
- Led the strategy and marketing for entrepreneurial companies that today all have revenues in excess of £100m p.a., all now part of larger companies. Just completed the launch of a new food brand that outsells all its competitors combined within just 18 months from launch. Act as the outsourced CMO for the company.
- Started an agency that within its first three years, became the lead agency to Emirates Airlines (out of 29 agencies across their network). Launched Emirates into Europe.
- The agency I ran had a profitability ratio of three times the industry average. Within five years, it was within the Top 5 most considered agencies by clients, against major global rivals. It was built around an agnostic strategic and project approach that enabled client-centricity and transparency.
- Moved to London for a global role in digital technology brands, trends, data and AI. This includes how data and technology drive customer-centricity for large companies.
- Completed brand development and brand engagement work, marketing training and repositioning projects in more than 30 countries for multinational companies. This meant having to compile in-country brand development templates for brands like Emirates and MTN.
- Was the strategic marketing lead for the launch of BrightRock Life Insurance, underwritten by Swiss Re. 53% of the company was sold to a large insurer for £100m+ within three years.
- A strategic partner to the launch of 20twenty online bank to achieve its position as a Standard Chartered Bank Asset. This was only the second online bank globally to launch after Egg (later acquired by Citi).
- Lead strategy consultant to MTN (the largest telco in Africa and the Middle East) when it became the first African brand to make it into the Top 100 list of global brands (as assessed by Interbrand) and became the first global sponsor of FIFA from Africa.
- The lead strategist and team leader for the global launch of AngloGold Ashanti and their NYSE listing, controlling up to 300 separate projects across five continents. This was a fully integrated internal and external campaign across stakeholders, investors, analysts, global media and satellite broadcasts to staff. This launch won global awards for its integration.
- The lead strategist for the team that created the most "liked" television advert of the last 35 years in South Africa, as measured independently by Kantar. This was for Sasol Oil, the largest coal-to-oil company globally and today a leader in gas-to-liquid development.
- With Sasol, I engaged in experimentation for greater efficiencies in marketing spend and market share growth. We retained market share and brand awareness growth, with less spend than peers and at times with half the budget. I also worked on their Chevron joint venture with GTL technology with is HQ in London.



Loves clients that think differently



## WHAT PEOPLE SAY

*“Thomas honestly gave us one of the best sessions we’ve had in my time at UAL: Central Saint Martens.”*

**Dr John O’ Reilly**  
Head: Masters in Innovation  
London

*“I can confidently say that Thomas fundamentally transformed our consulting practice and deeply impacted the approach and thinking...”*

*He is a superb big picture thinker, has a ‘no-limits’ creative mind and has a fantastic collaborative and engaging manner.”*

**Stephan Pretorius**  
Chief Technology Officer  
& WPP Group Exco  
London

*“Thomas worked with me to launch e.tv from a permission-to-broadcast piece of paper into a national and internationally recognisable and desirable brand within a matter of months.*

*It was his revolutionary marketing concepts and smart route-to-market strategy that propelled the e.tv brand into a ‘must-sample, convert and retain’ position...”*

**Jonathan Proctor,**  
CEO Antenna Media Group,  
Athens

## POSITIONS HELD

### PRINCIPAL CONSULTANT, DRTHOMASBRAND LIMITED

11/2019 TO CURRENT

Conceived of and helped develop a portfolio of brands in the food sector. I developed all aspects of the brands, from names, brand architecture, strategy, positioning and marketing material. Assisted two major companies to reposition themselves.

Involved in a global campaign across nine countries.

Driving a program for a company to become fully customer-centric in their operations.

### HEAD OF STRATEGY DRAPER GAIN INVESTMENTS

7/2017 – 10/2019

Led strategic projects to grow the asset value of their investments. These were in fintech, food, digital and fashion labels.

### GLOBAL CONSULTING DIRECTOR, WPP

9/2014 – 6/2017

The lead consultant on the transformation of the business from a tactical technology company to a digital consultancy, leading twenty marketing technologists and project managers.

Principal consultant on the largest client projects in the UK, US, Europe, the UAE and Africa.

### PRIOR ROLES

- Chairman and Founder, O2 Communications, own agency.
- Group Director of Marketing Planning, FCB, Interpublic Group.
- Head of Advertising and Marketing Information, ABSA Bank, part of Barclays.
- Senior Marketing Researcher, Colgate Palmolive. Led strategic work for a global project in non-verbal symbolism in marketing across Italy, Mexico and South Africa, ground-breaking work at the time. Worked closely with FCB France in combining this with semiotics.

## OTHER ACHIEVEMENTS

- Author of *The Brand Book: How to launch a profitable brand fast, efficiently and effectively.* Stonebridge Books.
- Advertising Man of the Year, The Star daily newspaper, 2001.
- Founder convenor for *Brand South Africa.*
- Extra-Ordinary Professor of Business Management, University of Johannesburg.
- On the editorial committees for books on marketing and global marketing magazines.

## SELECTED CLIENTS

Barclays, Daimler Benz, WPP, BAT, Emirates Airlines, Vodafone, InBev, Unilever, New England Journal of Medicine, Zoopla, London Metropolitan Police, Abu Dhabi Commercial Bank, Outsurance, Classic Food Brands, Caesarstone, Ford, Sasol Chevron, Paraxel, United Airlines, Bidvest, Toyota, e.tv, El Tiempo, MTN, Sasol, Betsson Group, Tiger Brands, Famous Food Brands

## EDUCATION

Ph.D UNIVERSITY OF SOUTH AFRICA: BRAND POSITIONING FOCUS

UNIVERSITY OF THE WITWATERSRAND: Executive Development Program

CERTIFICATE COURSE – MIT SLOAN: Design thinking in product and service Innovation

GENERAL ASSEMBLY: Digital Marketing and Analytics



THOMAS  OSTHUIZEN

