








# Maisie Smith

GLOBAL MARKETING DIRECTOR ▪ SENIOR BRAND MANAGER

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A highly experienced and internationally minded marketing executive leverages a 19-year career in local and global marketing roles to provide a deep oversight of all elements of the product marketing cycle. A proven track record in turning around businesses and generating exponential, sustainable growth through the implementation of defined strategies and leading innovation across numerous brands. Brings a deep product knowledge and understanding of consumer needs and desires from numerous markets, including wellbeing, appliances and the clothing industries. Establishes a clear vision and drives strategy for branding and marketing on a regional, national and international level. Through managing innovative projects, has a strong network within global Research & Development teams. Leading cross-functional, international teams, has an understanding of marketing best practices and strategies to implement across Continent, Continent and Continent to deliver robust sales and lead to sustainable, exponential growth.

Seeking marketing roles in dynamic and growing businesses to add value in terms of global business expansion, with a clear understanding of consumer needs and strategic implementation. Brings a global perspective and an expertise in implementing innovative and holistic marketing strategies to generate growth and increase brand identity and market share.

## AREAS OF EXPERTISE

Business Transformation ▪ Strategic Growth ▪ Global Marketing ▪ Brand Building ▪ Innovation ▪ Extensive Contact Network ▪ Organisation Building ▪ Negotiation & Liaison ▪ International Marketing ▪ Change Management ▪ Strategic Planning

## EXECUTIVE CAREER HIGHLIGHTS

 **Global Marketing Director** ▪ *Company Name* ▪ *City, Country* 2000 – Present

Fully oversaw the global marketing team within the top priority sexual wellbeing category, building strategy and growth models.

- Delivered strategic planning for portfolio expansion through leading M&A deals and opportunities to grow the innovation pipeline
- Created and implemented a “5 Years 5 Billion” vision based on global-scale consumer demand studies, reformulating strategic choices and improving M&A opportunities
- Exceeded sales and growth targets in a shrinking market (due to Covid-19); brought double digit growth in Q3 and 4 through undertaking a full relaunch and a breakthrough innovation product launch in the Continent market
- Lead brand transformation projects including future innovations, mega product launches and implementing global campaigns brand-wide

 **Country Marketing Director, Head of E-commerce** ▪ *Company Name* ▪ *City, Country* 2000 – 2000

Steered X local teams with 20 members, covering Marketing, Trade Marketing and E-commerce to ensure targeted objectives. Reorganised strategic decision-making and locally driven innovation by increasing the capability of local R&D organisations

- Oversaw the transformation of global marketing strategies to include an omni-channel approach and utilisation of different media choices. Established go-to-market and e-commerce campaigns
- Drove double-digit growth for 3 consecutive years through a campaign of innovations and creating a robust growth model to incorporate increased e-commerce solutions. Awarded ‘The Best Country in Growth’ in the world twice
- Pioneered the growth of strategic networks from scratch with cross-border businesses through establishing strong relationships with partners and top customers in Country and Country

 **Chief Marketing Officer** ▪ *Company Name* ▪ *City, Country* 2000 – 2000

Led the global marketing organisation with a team of 50 to develop brand identities and marketing activities.

Successfully scaled up the team to become a truly global marketing organization

- Grew brand recognition through strategic development of identity on a global scale, introducing new campaigns across the brand
- Spearheaded the creation of marketing functions with full oversight of the campaign lifecycle, expanding the marketing function to include digital and CRM functions, as well as incorporating global PR
- Achieved record sales of 120% and profits of 150% year-on-year growth in the 2000 financial year
- Maximised sales growth by 130% year-on-year in overseas business by conducting global campaigns and leading e-commerce processes in Country and Country
- Expanded by 150% to 20m mobile members through the introduction of innovative digital solutions including a new CRM programme and mobile application to showcase digital fashion contents
- Grew media exposure by 135% through strategic engagement with media partners, the company's strongest ever levels

 **Senior Global Brand Manager** • *Company Name* • *City, Country* 2000 – 2000

Based in Country, oversaw global marketing and P/L for the global business leading a global cross-functional team

- Drove a successful business transformation strategy, achieving a turnaround to the first growth since 2000 by 200% year on year, exceeding the 7 point target and resulting in profits of 115%, this continued to 200% year-on-year growth
- Implemented a global growth plan through identifying regional synergies between business drivers, maximising opportunities for expansion by regional teams
- Created a robust 5 year strategy for global branding and innovation. Collaborated with a Country ad agency, Country supply teams, and global research and development units

 **Local Brand Manager** • *Company Name* • *City, Country* 2000 – 2000

Oversaw business in Country across numerous categories, managing a local team of 20 across all aspects of the Marketing and Trade Marketing division

- Drove record sales growth for both brands for 2000 (150% and 120% respectively). Awarded 'Best in Growth' in Country
- Achieved record market share through growth of the brand from 80% to 90% through the implementation of a holistic marketing strategy involving in-market tactics, media planning, digital promotions and market analysis to gain a thorough insight into customer needs
- Reformulated a success model for a new portfolio and pricing strategy which was later reapplied for a global business strategy
- Executed a global success model for pricing, increasing profits by 125%
- Defined a new online sales path for local purchases made through digital platforms. Directly led to an increase in e-commerce sales by 150% for Brand A and 125% for Brand B

 **Senior Assistant Brand Manager** • *Company Name* • *City, Country* 2000 – 2000

- Oversaw activities related to a new product launch project. Worked with global international teams and local agencies to ensure best practices were met
- Increased sales through launching new products, resulting in 150% growth in 2000 (1H 50% 2H 135%)
- Innovated a local digital marketing strategy to increase sales, growth and brand identity. Successful launch led to application as a worldwide breakthrough programme

## FURTHER CAREER CHRONOLOGY

 **Senior Assistant Brand Manager** • *Company Name* • *City, Country* 2000 – 2000

 **Assistant Brand Manager** • *Company Name* • *City, Country* 2000 – 2000

 **Senior Customer Business Development Manager** • *Company Name* • *City, Country* 2000 – 2000

 **Customer Business Development, Wholesale & Retail Teams** • *Company Name* • *City, Country* 2000 – 2000

## EDUCATION & PROFESSIONAL DEVELOPMENT

 **Bachelor of Commerce** • *Institution Name* • *City, Country* 2000 – 2000