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| |  | | --- | |  | | **Key Experience & Skills**   * Executive Board member in purpose-led media organisations CNN and Discovery International * Global P&L management, Board-level experience and networks across the Media & Marketing industries * Complex matrix & senior stakeholder engagement at the highest levels of public & private sector organisations - CEO, CMO, Heads of State & Government Ministers, International Olympic Committee, UNWTO * Global business development & commercial partnership leadership with world-class brands, events & sponsors * Strategic marketing communications consulting for blue-chip clients at renowned agencies Ogilvy and Saatchi & Saatchi * Fostered values-driven, high-performance, collaborative & creative culture leading to number one Employee Engagement ranking * Diversity champion & multi-cultural team leadership, accelerated career progression for under-represented groups * Public speaking & thought leadership - created and hosted events with speakers including Sir Ken Robinson, Sir Martin Sorrell, Jonathan Edwards OBE, frequently deployed by CNN and Discovery as a speaker at leading industry conferences globally   **Education**  *1996*  London Business School  Master of Business Administration  *1988*  University of Nottingham  Bachelor of Arts: Industrial Economics  **Certifications**  Master Practitioner - Neuro-Linguistic Programming (NLP) | | |  | | --- | | **Jonathan**  **Davies**  *+44(0)7587554422 | jonathandavies752@gmail.com*  *2 Bellridge Place, Beaconsfield, UK HP9 2DN*  https://www.jonathandaviesme.com/ | https://www.linkedin.com/in/jonathandavies11 | | **Career to Date**  *01/2019* - *Current*  Independent Strategic Media & Commercial Advisory | London  Senior Adviser Oliver Wyman, Strategic Consulting  *05/2015* - *08/2018*  Discovery Networks International & Eurosport | London & Paris  Managing Director, Global Commercial Partnerships   * **Direct report to CEO Peter Hutton** & member of Executive Board * **Headhunted to lead corporate culture change** and spearhead strategic transformation to become a "Digital First" organisation. * **Revenue growth** - revitalised multi-market sales team resulting in 20% increase in sales to $130M+. Re-shaped and recruited high calibre leadership group, whilst reducing costs by 10%. Fostered a culture of excellence and introduced consistent disciplines and processes with clear targets and performance measurement. * **Business development** - created & negotiated multi-faceted commercial & content partnerships between blue-chip global brands such as Rolex, Samsung and DHL across multiple prestigious sports events including Tour de France, Olympic Games, Grand Slam Tennis, Formula E. * **Social Impact** - led Eurosport's partnership with the EU for its "Week of Sport" programme * **Member growth** - partnered with Digital Editorial colleagues on strategic shift to a new Direct to Consumer proposition which grew member subscriptions by 400% from 250k to c.1 million and opened up new revenue streams including e-commerce, licensing & content sales. * **Commercial transformation** -. Turbo-charged Digital & Data-led infrastructure. Result - overall Digital revenues increased by 75%, video by 300% and programmatic from 5% to 25% of revenue. * **Content development** - partnered with Editorial & Marketing colleagues to develop new content formats which provided both increased audience engagement and monetisation opportunities e.g award-winning CGI formats "The Cube" and "Sports Explainers" series. * **Stakeholder engagement** - 2018 Winter Olympics, member of successful Olympics Media Rights Bid team. Built high level relationships with IOC & Olympics sponsors including Toyota, Intel, Omega, P&G. * **Audience amplification** - negotiated complex content and commercial partnerships with leading social media companies including Facebook, Snapchat, YouTube. * **Thought leadership** - Increased company media profile through high profile public speaking engagements – Festival of Media (Rome), IAA Annual Conference (London), DMexco (Germany), SportAccord (Bangkok), Sports Innovation Summit (Paris), “Brand Council” event programme in London & Paris.   *09/2013* - *04/2015*  Quantum Media Consulting | London, UK  CEO & Founder   * **Consulted for CEO BBC Global News** on structure, culture and performance of sales organisation. I benchmarked the BBC versus other comparable media organisations and made recommendations leading to significant changes in organisational structure and reporting lines and increased investments in Digital and Branded Content teams. * **Supported by Silicon Valley VC companies True Ventures and T2VC**, embarked on a global “learning tour” to explore leading-edge cultural, media and digital thinking and practice in locations as diverse as Silicon Valley, Moscow and Hong Kong. Among others I met with members of the original Apple iPhone development team, experts in regional economic development and multi-media innovation applied to creativity and consciousness,   *04/2001* - *04/2013*  CNN International | London & Atlanta  **EVP & Chief Commercial Officer**   * **Direct Report to CNN Global CEO Jim Walton**, member of Executive Board * **P&L management** - $250m Divisional P&L , 200 FTE under management across 18 offices globally. Oversaw multi-disciplinary group including, finance & strategic planning, sales, legal, operations, B to B marketing, research. Brought a strong results and continuous improvement focus, delivering numerous initiatives which had a positive impact outside specific area of responsibility and which grew the CNN organisation as a whole. Under my leadership revenues increased by 50% from $160m to $250m and OIBDA by 250% from $10m to $35m in 5 years. * **Public/Private sector partnerships** - envisioned and executed successful Business Plan for market entry into Abu Dhabi, partnering with the most senior levels of the Abu Dhabi government and business establishment and resulting in the construction of a new $50m Editorial Studio & Production Centre. Resulted in the daily production of Middle East focussed programming and a new prime-time show "Connect the World" whose format development I led, all broadcast from Abu Dhabi. * **Social Impact & NPD** - Instigated and led cross-divisional Innovation Taskforce exploring and prototyping "Next Generation" news media models & prototypes. This directly resulted in the creation of both the "CNN Heroes" and the "Freedom Project" (anti-human slavery), both of which continue to this day. * **Marketing strategy** - created new “Global Citizen” strategic positioning and sales strategy for CNNI increasing audience size by 20% and revenues by 50%. * **Team engagement** - nurtured a unified, high-performance culture across 18 locations globally. Took CNNI commercial team from no 5 to no 1 in Turner International Employee Engagement rankings within 3 years, partnering with HR colleagues to develop mould-breaking Leadership and Team Development programme   *01/1990* - *03/2001*  Ogilvy & Mather, Saatchi & Saatchi, Mindshare | London  **Board Level Strategic Marketing & Communications**   * **Extensive experience in blue-chip global media & creative agencies** across multiple business sectors for clients including Ford, Unilever, Toyota, Procter & Gamble, Argos. * Strategic marketing advisory services including brand vision & positioning, research & insight, communications planning, media channel management, negotiation & media buying, econometric modelling. * Led the media planning and buying team for Ford, the UK's largest single account at that time. Responsible for executing numerous high profile initiatives including Ford's sponsorship of the Millenium Dome and Premier League soccer. Built Ford's first ever econometric model to increase the efficacy of their media investments. | |

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