

Steve Jenkins

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Experienced marketing leader with 15+ years of delivering inclusive, people-first brand strategies. I thrive at the intersection of strategy, empathy and execution. My passion lies in building communities where people thrive—fostering belonging, wellbeing and participation. I'm known for uniting stakeholders, driving cultural change, and creating environments where teams and communities flourish.

Employment Highlights Summary

- **Value Proposition Development:** Connecting Western Sydney University's value proposition to the uniqueness of Greater Western Sydney's demographics.
 - **Commercial focus:** Delivered impactful change programmes across various sectors, contributing improved performances on a range of budget envelopes.
 - **Creativity:** From deep personalisation to data informed AI-generated 3D printing, AI agents and infographic dashboards, I've helped teams align opportunities with innovation.
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Core Skills

Brand strategy, Marketing Strategy (B2B and B2C), Team Coach, Customer Journey Mapping & Experience Design, Behavioural Economics, Project management (Agile and Waterfall), Data analysis, Change management, Stakeholder management.

Professional Experience

Apparent Communications

February 2019 - November 2024

Brands: Fleetwood Housing, Western Sydney University, IBM, Zip, LinkedIn, Cricket Australia

Role: Executive Director Brand Strategy

Apparent Communications is a full service agency. We delivered communication programmes built on a deep understanding of the context our brands operated in. I led a multidisciplinary strategy team focused on connecting brand purpose to everyday impact. Delivered national and global campaigns with a focus on behaviour change, DE&I values, and customer engagement across community and enterprise audiences.

Key Achievements:

- Developed customer value propositions for emerging and established brands, helping them align emotionally with audiences through messaging that reflected purpose and relevance.
- Created cross-channel customer journey frameworks, helping clients identify friction points and opportunities for greater engagement—particularly for complex, multi-stakeholder buying processes.
- Co-founded the agency's AI Council, training and empowering teams to integrate AI responsibly across workflows, responsible for a 30% uplift in adoption.
- Built a strategy function that contributed to \$1B in attributable revenue, while achieving a 9/10 stakeholder satisfaction score.

- Led brand repositioning efforts for Western Sydney University's B2B strategy, aligning organisational identity and educational offerings with regional employment and demographic data.
- Defined DE&I strategies and inclusive messaging frameworks for Google and VMware, helping corporate narratives connect authentically with diverse audiences.
- Built geographically targeted brand activations and brand evolution projects for Cricket Australia, across a number of product lines.
- Delivered integrated campaigns for LinkedIn, Cisco and VMware. Achieving a 250% increase in attributable leads across newly launched self service product lines for Cisco.
- Developed and executed stakeholder management strategies to ensure alignment and engagement across executive leadership and key stakeholders

Disruption Designed

February 2018 - ongoing

Brands: Rainbow Families, Museum Contemporary Art, Out for Australia, Samaritans

Role: Founder

Acting as a fractional employee, I dedicate my downtime to helping organisations engage with their communities. This is my avenue to give back as well as learn valuable life skills in a non-work context.

Key Achievements:

- Created brand strategies and value propositions for organisations including Rainbow Families and Peltarion, helping them scale and differentiate in competitive or crowded markets.
- Led a end-to-end customer journey redesign for Rainbow Families' digital platform, boosting engagement by 15% MoM and making the platform more accessible to three key user personas.
- Provided strategic advice to MCA on the adoption of AI for visitor engagement, combining digital innovation with inclusive experience design.
- Supported the Samaritans hotline as a trained operator and mentored LGBTQIA+ youth.

Fox Parrack Sangapour (FPS)

July 2016 - January 2018

Brands: Couchbase, Peltarion AI (now Spotify)

Role: Director of CX Strategy

FPS was a communications consultancy. My role included senior stakeholder engagement, project management, brand strategy development and designing change programmes.

Key Achievements:

- Developed integrated customer journey maps to link internal brand behaviour with external activation touchpoints.
- Designed and launched new brand platforms for Couchbase and Peltarion—creating internal and external messaging that shifted perception, improved employee engagement, and drove revenue growth.
- Embedded value propositions into cross-departmental change programs, ensuring marketing reflected business transformation.
- For Couchbase, created a unifying brand promise—'Start a Revolution'—and led a campaign that increased sales by 30% YoY.

Ogilvy / IBM

May 2010 - March 2016

Brands: IBM, EY, UPS, BT, Sage

Role: Business Director / Brand and Communications Manager

Starting out on the BT account I directed multi-channel, global campaigns that emphasized stakeholder engagement, trust, and innovation. I was then seconded directly to IBM Brand and Comms teams where I managed multiple high-profile digital marketing strategies.

Key Achievements:

- Delivered the first social-first campaign for IBM UK, integrating digital, employee engagement, and sustainability messaging.
- Created and implemented customer journey maps for Sage and EY to align channel strategy with business and emotional need states.
- Worked with the Ogilvy Innovation lab and Behavioural Economics team to develop the first Nudgestock
- Partnered with IBM's CMO to build a CSR-led value proposition—connecting IBM's tech to real-world environmental and social impact.
- Launched EY's digital-first rebrand, rolling out brand assets across global business units with an agile asset management system in 30 days.
- Managed BT customer communications to a customer base of 20 million people, maintaining KPIs with <3% monthly variance.
- Instilled a continuous improvement framework within the team, increasing process efficiency by 40%, freeing resources to fund innovation activities.

Archibald Ingall Stretton / O2

August 2006 - May 2010

Brands: O2

Role: Brand Manager / Account Manager

While working exclusively on the O2 telecommunications I was seconded to O2 directly where I was responsible for delivering on-brand activations, including weekly Brand clinics attended by all agency partners and O2 in-house legal counsel.

Key achievements:

- Achieved a 2% lift in customer satisfaction through optimised customer communications and B2B brand integration.
- Led omnichannel retail campaigns and worked as a brand guardian during the iPhone launch.
- Ran weekly brand clinics with legal, agency, and product teams to ensure alignment of tone and purpose.

Education

2025	Masters in Business Administration UNSW (in progress). <ul style="list-style-type: none">- High Distinctions: Strategy, Corporate Finance- Distinctions: Leadership, Data Analytics, Management Finance and Accounting
2022	Certificate, Diversity Equity and Inclusion

2021	Leadership and Change Management (MAST)
2020	Agile Project Management Foundations (DSDM)
2012	Advanced negotiation training, Managing conflict and Managing talent (IPA)
2002	Bachelor of Commerce, major Marketing, Western Sydney University

Community & Volunteering

Samaritans	Suicide Prevention Volunteer
Out for Australia	Mentor for LGBTQIA+ youth
Rainbow Families	Brand Advisor & Digital Lead

References (details available on request)

Chief Marketing Officer, IBM AU & NZ

Managing Director, Apparent Communications