

# Steve Jenkins

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Accomplished Customer Marketing Executive with 15 years experience leading transformative brand and communication strategies. I'm known as an empathetic coach who empowers cross-functional teams to deliver innovative solutions and exceptional commercial results. I have a proven track record which includes \$1 billion revenue impact, award-winning campaigns, AI adoption initiatives, and the building of high-capability marketing teams.

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## Employment Highlights Summary

- **Recognition:** Include; Brand Transformation awards, Effectiveness awards (DMA), Design awards.
  - **Commercial outcomes:** Delivered impactful change programmes across various sectors, contributing to over \$1 billion in revenue for IBM in 2023.
  - **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, Behavioural Economics, Project management (Agile and Waterfall), Data analysis, Change management, Campaign planning, Integrated Campaign planning, Customer Experience (CX), Reputation management, Stakeholder management.

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## Professional Experience

### Apparent Communications

February 2019 - November 2024

Brands: Allianz, Western Sydney University, IBM, Allianz, Zip, Fleetwood, Cisco, VMware, LinkedIn

### Role: Executive Communications Strategy Director

Apparent communications is a full service agency. We delivered communication programmes built on a deep understanding of the context our brands operated in. My role involved managing a diverse team, with the goal of bringing brands to life effectively; connecting business strategy with demonstrable impact. To succeed, I was required to engage and influence upwards and horizontally within heavily matrixed organisations.

### Key Achievements:

- Founding member of the DE&I taskforce. Proud spokesperson for multiple DE&I initiatives for Apparent, as well as lead strategist on corporate DE&I narratives for Google and VMware.
- Co-founded the AI Council to drive firmwide AI adoption, leading policy development, training, and process adaptation. Achieved a 30% increase in AI usage across the business.
- Built a team responsible for delivering \$1 billion of additional revenue in 2023 and a 9/10 "would recommend" score with internal stakeholders. Achieved this through the combination of strategy, data, technology and creativity.

- Delivered an increase in share of wallet for Zip through integrated over a 12 month period including highly competitive periods like Black Friday and Christmas integrated campaigns
  - Developed and executed stakeholder management strategies to ensure alignment and engagement across executive leadership and key stakeholders
  - Delivered a 250% increase in attributable leads across a portfolio of products. For both Cisco and VMware I partnered with Product & Insights teams, Customer Support teams, Corporate Communications, Digital teams and Paid media vendors to execute go to market plans. These initiatives helped both businesses pursue new income streams and audiences.
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## **Disruption Designed**

February 2018 - ongoing

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

### **Role: Strategy Consultant**

As a Consultant, 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:**

- Acted as a mentor of LGBT youth as they transition from the education system and into corporate culture as well as the Brand advisor for the organisation, harmonising the brand strategy for the advocacy, mentorship and community engagement arms of the organisation.
  - Telephone operator for Samaritans suicide hotline, providing a judgement free connection to people in distress.
  - Adapted the Rainbow Families marketing ecosystem preparing for expansion in base and partnership base. Increasing web traffic by 10% and time on site by 15% MoM and expanding Rainbow Families to a national charity.
  - Consulting to the Museum of Contemporary Art on the adoption of an AI Agent.
  - Created thought leadership content, advising small to medium businesses on AI adoption in research and synthesis tasks.
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## **Fox Parrack Sangapour (FPS)**

July 2016 - January 2018

Brands: Orange Telecom, Couchbase, Peltarion AI (now Spotify)

### **Role: Director of Brand strategy**

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

### **Key Achievements:**

- Established an innovative brand strategy, brand system, digital-first brand campaign, event activation and internal advocacy programme for Couchbase. This delivered an increase in brand consideration (from 10th the 5th in industry leaderboard) and achieved a 30% increase in sales.
  - Peltarion AI (now Spotify), I worked with the board, project managed the brand proposition and positioning strategy for this stand-alone company, leading to its purchase by Spotify.
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## Ogilvy / IBM

May 2010 - March 2016

Brands: IBM, EY, UPS, BT, Sage, Amex,

### Role: Business Director / Brand and Communications Manager

Starting out on the BT account I was then seconded directly to IBM Brand and Comms teams where I managed multiple high-profile digital marketing strategies leveraging Agile and Waterfall methodologies across several business units. When I returned back to Ogilvy I was then given a portfolio of brands to manage.

#### Key Achievements:

- BT: Managed customer communications for 20M monthly customers through major brand system changes while maintaining KPIs with under 3% variance on inbound inquiries.
- When Ernst and Young evolved to EY I worked with the team to create and launch a global digital-first brand campaign, the 'bigger questions' campaign.
  - By collaborating with each of the practice leads, a globally applicable brand asset playbook for each of the operating business units to deploy was created and ready to deploy in just under a month.
- Instilled a continuous improvement framework within the team. increasing process efficiency by 40%, freeing resources to fund innovation activities such as Start Jam and Wimbledon. Both of which were acknowledged by the industry with awards from the DMA and B2B marketing association.
- Delivered the first global brand portfolio campaign working directly with the CMO for Sage
  - Defined a network of local market teams to support local roll out of the campaign. The campaign registered an increase in unprompted awareness by 13% across 7 markets.
- Safely connected the IBM brand with key societal issues (for example Sustainability and Cancer research). Launched a hackathon while working at IBM which led to a plan to leverage unused computer resources in financial services for Cancer research.
- Worked with the Ogilvy Innovation lab and Behavioural Economics team to develop the first Nudgestock

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## 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:

- Brand guardian for the O2 B2B business, achieving a 2% increase in the customer satisfaction of marketing communications across a customer base of 20 million customers.
- Responsible for omnichannel retail campaigns and product launches

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## AIMIA / Saatchi/Marketing Practice

June 2004 - July 2006

Brands: Prudential portfolio of brands, Citibank, Vodafone, McDonalds, CBA

### Role: Account Manager

As an account manager I was responsible for project management, creative briefing, meeting SLAs and influencing stakeholders

- Built brand advocacy. While at AIMIA I managed the contact centre experiences, fulfilment processes and digital experiences ensuring all SLAs were met.
- Protected distinctive brand assets. While at the Marketing Practice I demonstrated my strong project management capabilities ensuring an on-time and on-budget delivery of the McDonalds healthy meals launch campaign, nationally
- Managed a range of stakeholders, acting as the connector between the supplier ecosystem and Loyalty leads within CBA and Citibank.
- Budget ownership of loyalty programme, with monthly budgeting cycles.

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## Education

2025	Masters in Business Administration UNSW (in progress). <ul style="list-style-type: none"><li>- Strategy - High Distinction</li><li>- Leadership - Distinction</li><li>- Corporate Finance - High Distinction</li><li>- Data Analytics - Distinction</li></ul>
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

## References (details available on request)

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**Chief Marketing Officer**, IBM AU & NZ

**Managing Director**, Apparent Communications