

Brand
TOLD

WHAT How?

A dab hand at balancing the **WHAT** and the **HOW** to deliver ambitious and innovative strategies to drive business growth, whilst leading change and developing teams to their full potential.

WHAT

Marketing Transformation & Operating Model Design

Leading large-scale transformation across Europe and globally

Designing and embedding new operating models

Setting up Marketing Operations and codifying processes

Establishing in-house capabilities and Global Business Services to drive effectiveness and efficiency

WHAT

Marketing Transformation & Operating Model Design

Designing and embedding new operating models

- Worked with small SteerCo to develop new principles for the operating model with Europe to be more human centric and drive effectiveness & efficiency
- Shifted from central creation to create/deploy market model, identifying new clusters of markets with common consumer behaviours rather than geography.
- Codified key processes (Growth strategy/planning, Creative strategy and planning, A&M allocation and planning) with principles for ‘freedom in a framework’
- Enrolled newly formed Marketing & Insights Leadership team into the vision with workshops to ensure engagement and adoption
- Rolled out the model with local appointed champions, training/upskilling on processes and ways of working
- Led newly formed Europe Marketing Operations team – establishing a new way of working from Sector to market with key forums facilitated through Marketing Operations

WHAT

Marketing Transformation & Operating Model Design

Establishing in-house capabilities and Global Business Services to drive effectiveness and efficiency

- Worked with small SteerCo to review current Marketing workload, tasks and time spent coupled with review of A&M spend
- Identified opportunities to build capabilities internally (in-house 'agency' and business services)

Global Business Services

- Set up Europe Marketing services as part of larger Global initiative – sized opportunities and service catalogue for launch, recruited local talent to sit in the hubs (Poland and India)
- Held workshops with key markets to identify resource savings by adopting new services and aligned on local resource shifts
- Codified ways of working and deployed with workshops and training
- Tracked usage and adoption of new services with key metrics on quality and efficiency

In-house agency

- Worked with newly formed internal agency teams to develop ways of working and how to drive adoption for both internal creative and design teams

WHAT

Capability Building & Organisational Growth

Nurturing both talent and tools

Development and deployment of a future fit capability academy

Instilling a growth mindset across global teams

Embedded human-centricity into strategic processes.

WHAT

Category & Brand Strategy

Identifying where to focus efforts to grow and translating category strategy into a roadmap for brands

Building and defining brand positioning, purpose and strategy to answer unmet needs and drive distinction

How?



**I create and tell stories that inspires growth
for business, brands and people.**

How?

“Those of us that know her will share stories of **humour & personality** but along with that goes a **highly effective, efficient and focused** functional capability. The net result is that everything she touches **moves forward with momentum**, quality & purpose that can only be admired”

Dean Robson VP Transformation PepsiCo

How?

“Sharon is the embodiment of **collaboration, empathy, and consumer-centricity**. Her creative mindset makes her a **mastermind in driving alignment and amplifying collective success**”

Seren Cankiri CMO Turkey PepsiCo



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