

JACK DYSON

INTEGRATED CONTENT MARKETING EXPERT, CREATIVE INNOVATOR, CX SPECIALIST

ABOUT ME

Words and pictures were my starting blocks, but joining the dots across different platforms is what makes me tick. I devise and implement customer-first, integrated strategies that blend creative concepts (and delivery) together with innovative tech and old-school business needs in both B2B and B2C. I have worked with some of the world's biggest brands and agencies, humanising content whilst also delivering targeted, successful and credible campaigns built around customer experience.

I'm hugely collaborative and hungry to do more. If I can keep making and doing things I'm proud of, and always be surrounded by inspiring

EXPERIENCE

2018 - Present

SAP CUSTOMER EXPERIENCE

Senior director, global head of content strategy

I am the global content strategy lead for SAP Customer Experience. We have over \$1bn revenue, 10,000 customers and 60% growth. I produce 'halo' best practice content and innovation on all channels, as well as key content marketing strategy and architecture that touches every point in the customer journey, plus go-to-market messaging, standout tactical assets, red thread and C-suite keynotes for our biggest events – and then I make sure it all works together.

My goal is a content-led ecosystem that builds authentic, contextual relationships with our audience alongside lead generation – and of course enables the sales force. It's a work in progress, but one that works. We can now offer a consistent experience at each customer touchpoint, from consideration to purchase, nurture and enablement. All led by laser-targeted and segmentable high-level, high touch assets.

2015 - 2018

SAP HYBRIS

Senior director, head of content strategy

- Created in-house content agency, the 'Sense Makers', with a stable of on-demand specialists in global/regional hubs. This new, agile and scalable solution meets the increasing need for expert storytelling in digital transformation and engaging exec comms - and creates dramatic savings in both fees and brand dilution.
- Led massive rebrand of core web property from initial audit to implementation, including the way it integrates with thought leadership strategy on satellite sites, turning it into a destination as well as a global demand gen hub. The accompanying video strategy links campaigns with omnichannel content and plugs the yawning divide between ATL campaigns and product deep dive/enablement.
- Continuing brief to develop innovations that made SAP Hybris a leader in customer engagement and content-to-conversion.

CONTACT

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AWARDS & RECOGNITION

Jury member:

- The Drum, content awards, 2018
- Festival of Media, content awards, 2018

SAP:

- Hasso Plattner Founder's Award, nominee, 2018
- SAP 'Appreciate Awards' in 2018 and 2019

WIRED

Key pre-launch creative, plus senior creative of partnerships:

- BSME Launch of the Year 2009
- DMA Magazine of the Year 2011
- DMA Technology & Gadget Magazine of the Year 2011
- D&AD Award: Entire Magazine 2011

CHIVAS - CRAFTED FOR THE SENSES (Pernod Ricard)

Writer/creative with Contagious

- Commendation, Scottish Creative Awards 2012

2011 - Present

DYSONOLOGY

Founder

My agency specialises in 'white label' tactical content marketing, brand and creative work, acting as a discreet yet crucial strategic resource for global agencies and private clients. Often if not always this is heavily client-facing, start-ups to global brands.

As well as top-notch thought leadership and 'classic' content, we create hugely successful experiential/digital campaigns, internal persuasion pieces, content platforms, tone-of-voice guides, pitch documents, social media (and related strategies) and workshops, plus all types of omnichannel content (from ATL to internal comms).

- Clients have included: Agent Provocateur, Analog Folk (Chivas Regal), Brave (Panasonic), Dare EDC (EE, Legal & General), Dunhill, Frukt (Coca-Cola, Starwood, Southern Comfort), Havas (Chivas Regal), KHWS (World Duty Free, Samsung, Exxon Mobil), Mercedes Benz (UK), Pencil Agency (Chanel, Ralph Lauren, L'Oreal, G-Shock), Pernod Ricard (Chivas Regal), Sky Bet, Soho House, The Communications Store (Investec), Topspin (Intel), VML/Y&R (SAP), Wired Consulting.

Ask me about: Father & Son Day, an ongoing charitable initiative I co-founded in 2015. It uses influencers and partner brands to highlight the importance of conversations around male cancer whilst also raising funds for mentoring, surgery fellowships and psychological support for the Royal Marsden.

JACK DYSON

STRATEGIC CONTENT MARKETING EXPERT
CREATIVE SPECIALIST, CONTENT INNOVATOR

EXPERIENCE (from previous page)

2009 - 2011
PENCIL AGENCY

Strategic content lead (consultant)

Work with this excellent content agency on clients such as Chanel, Chivas, Mercedes-Benz, G-Shock, L'Oréal and Ralph Lauren. Bought in new business, did bespoke publications, social strategy, tone-of-voice, strategy, experiential and more.

2008 - 2009
CONDÉ NAST
Projects developer

NB, this was a board-level request in addition to my GQ staff job, opposite.

Worked on special projects under Albert Read, General Manager of Conde Nast. I produced 'dummy' versions of WIRED to test the editorial concept with potential partners and audiences before the title was green-lit and we began its award-winning launch.

- Liaised with General Manager, media research department plus US and UK offices to bring project in on time and budget.
- Wrote, researched, commissioned and edited original articles on a broad range of subjects, from hard science and technology to luxury brands and business to define our content strategy.

2007
ESCAPE STUDIOS
Marketing Manager

- Developed solid marketing and advertising strategy, communicating company structure and brand values for customers and business partners. This meant also doing things like implementing a solid press campaign from the ground up and setting firm foundations for future events, including the first Escape Awards (celebrating emerging talent in the VFX industry)
- Outsourced and oversaw, where necessary, designers and event managers. Created style guide for all external communications, built contacts with magazines, ran competitions and took care of copywriting and relaunch of brand. Represented the company at international trade shows and conventions.

2003 - now
RUBBISH! MAGAZINE
Co-founder

Co-founder of this original, D&AD-nominated series of books. Sponsorship, marketing, press and creative. Contributors include Thandie Newton, Alain de Botton, Erin O'Connor, Daniel Radcliffe, Eley Kishimoto, Tom Dixon, Sir Paul Smith...and more. We're working on our top secret next issue right now!

2009 - 2011

WIRED MAGAZINE

Senior copywriter, launch consultant

Employee-zero and one of the award-winning pre-launch development team (proof-of-content, trialling editors etc), then senior copywriter. I was involved in framing thought-leadership and larger, strategic content, events, consulting, plus executing omnichannel partnership content and strategy for everyone from IBM to Carphone Warehouse.

2005 - 2009

GQ MAGAZINE

Senior copywriter, acting partnerships director

Creative concepts for magazine's advertorials, represented dept. at meetings with both prospective and existing clients, both in the UK and internationally.

- Created editorial solutions that humanised a range of brand offerings, often with complex briefs and a very short time frame. We built credible content that helped them reach a new audience.
- Created strategies for partnership supplements - and sold them in to advertisers.
- Clients range from massive luxury powerhouses to FMCG brands. Blackberry and Diageo to Savile Row tailors.

2005 - 2007

The Week

City & Sports Writer

Worked on the City desk, writing weekly share tips, Also responsible for 'Companies', the first page in the City section, discussing what was happening in the finance world, digesting and explaining the big stories. Filled in as editor for the magazine's sports pages. I'm proud to have worked on this award-winning magazine as a member of the core team. As well as having given a lanky 21-year-old me my first break when I left university, while I was working there they trumped Google as one of the most memorable brands in the UK.

EDUCATION, TRAINING & INTERESTS

Courses in magazine layout, advanced sub-editing, section editing, news writing, review writing, interviewing, feature writing, finance and libel. Also a number of additional courses at SAP.

- Bristol University: BA Hons (2.1), Ancient History, grad. 1998
- St Paul's School, London

I have a curious and interested nature, a lovely young family and a jam-packed contacts book. I also have a thing for elegant design, original thought and simple solutions.

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