LUKE O'CONNELL

London

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DIRECTOR of MARKETING TECHNOLOGY and DATA

An accomplished Director of Digital, Marketing Technology & Data with a wealth of experience in leading large, cross functional teams across complex global landscapes. Over 12 years in Consumer Goods focusing on digital strategy, marketing technology and consumer data.

An expert in MarTech platforms including Adobe and Salesforce and data platforms (Blueconic, Tealium and Salesforce CDP), together with data engineering providers such as Snowflake and Redslim. An innovator at heart, focused on ensuring these platforms have a clear return on investment, and understanding that this means the right technology coupled with effective engagement across the organisation. Uniquely positioned to blend technical proficiency and capability with the commercial understanding of how this ladders up to deliver measurable results for the business.

KEY SKILLS

Leadership | Digital Technologies | Marketing Technologies | Digital Strategy | Data Strategy and Insights | Data Management Platforms | Customer Data Platforms | Programme Management | Stakeholder Engagement | Agile Methodologies | Problem Solving | Planning | Implementation | Risk Management | Reporting and Measurement | Governance | Process Improvement

EXPERIENCE

Danone UK & Ireland, London UK

HEAD OF DATA & MARTECH   **Dec 2021 - Current**

Driving measurable value to brands by making digital and data a true competitive differentiator. Integrating across teams to accelerate an always-on digital strategy, driving value for brands by crafting tailored, seamless and connected customer centric journeys across a diverse portfolio.

- Regional Customer Data Platform (CDP) Rollout following a strong and demonstrable business case. Unlocking a 70% efficiency gain in paid media spend by enriching audiences with 1st party data, a net sales uplift of £1.2 million by delivering personalised experiences to consumers, and further enhancing retail media data partnerships delivering a £3.3 million conversion uplift.
- Digital Data Strategy, as the basis for our 1st and 2nd party data acquisition and value mapping, cross brand/business area activation opportunities and the deployment of a shared consent model unlocking £700k efficiency gains in paid media.
- Regional Adobe Migration, spanning 6 existing AEM sites with over 7.5 million sessions/year plus the migration of 7 new sites from legacy tech. This included the deployment of a new North Macedonian digital service centre and a subsequent average 32% performance uplift per site, a reduced 'toolkit' approach for templated new sites (reduction of 70%/53k per touchpoint) and a new consolidated data model to support the CDP rollout.
- Digital Agency Migration & Governance Programme Launch: Completed an RFP to install a new frontend development agency unlocking a cost saving of £450k year-on-year while deploying a new governance model in line with co-authored global "Center of Excellence' principles.

Danone Global, Amsterdam NL
GLOBAL MARKETING TECHNOLOGY MANAGER   **June 2020 - Nov 2021**

Responsible for the business architecture, design and operating model of Danone's marketing and digital ecosystems supporting hundreds of Danone's brands worldwide. Working in a small, agile team, delivering global digital programmes while ensuring measurable growth for brands in all markets.

- Global Technology Platform (Adobe) programme, implementing and executing global marketing technology at scale with the Adobe Experience Cloud. From technical architecture to mapping targeted consumer experiences and connected journeys, while ensuring that results could be delivered in hybrid technology landscapes on a market-to-market basis.
- Deployment of an alternative composable MACH architecture (modular, API-first, cloud native, headless), designed for markets needing a more modular, lightweight approach. Understanding that there is no one-size-fits-all approach to marketing tech and data.

Danone UK & Ireland, London UK
HEAD OF DIGITAL - IT   **July 2017 - May 2020**

Transforming digital & CRM across Danone, covering 50 brands across 5 business areas. Leading a small, highly performing team delivering measurable results through an obsession with customer experience.

- Danone Manifesto Incubator programme, delivering 20 brands in 18 months by adopting a start-up ethos within the business. Leveraging a fail-fast strategy, this delivered 4 high performing, established brands across 18 months.
- Adobe Experience Cloud rollout across 2 of Danone UK's largest CRM operations: Responsible for strategic technical oversight and delivering and ultimately delivering a powerful technology platform propelling the business into the next phase of personalised, purpose driven marketing. Platforms included a CMS (Adobe Experience Manager), realtime personalisation engine (Adobe Target) and multi-channel campaign orchestration/next-best-action (Adobe Campaign), all integrated with our existing data management platform (Adobe Audience Manager) and analytics (Adobe Analytics).
- Local DevOps/Adobe Experience Manager Localisation allowing for a delegated codebase approach, delivering freedom within a framework. Included the creation & recruitment of a new DevOps function and a migration project to create the required codebase fork/federation principles.
- AWS infrastructure transition of web sites and services from agency-based hosting solutions to IaaS platform Amazon Web Services. Reskilled or recruited new analysts and architects to support the new ecosystem, delivering a significantly more cost effective, resilient, compliant operation.
- General Data Protection Regulation corporate readiness: collaborating with a cross-divisional team to prepare the organisation for the landing of GDPR in May 2018. Strategic & technical scope, understanding the cultural change required was key to delivering such a fundamental shift towards data security & privacy throughout the organisation.

Danone UK
DIGITAL & CRM SOLUTIONS ARCHITECT (UK & IRELAND)   **Nov 2014 - June 2017**

Delivering digital & CRM programmes across Danone, responsible for 5 business areas. Leading programmes of work such as a call centre migration to the cloud and the rollout of a cross-division data management platform, Adobe Audience Manager.

Previous experience available on request

EDUCATION
BSc Computer Science Southampton Solent University, Southampton

PROFESSIONAL DEVELOPMENT
BCS International Diploma in Business Analysis, QA
AWS Certified Solutions Architect, Independently Studied
Adobe Marketing Cloud Topline, Adobe UK
Adobe Experience Manager - Advanced Author, Adobe UK
BCS Business Process Modelling, QA
BCS Business Change, QA
BCS Business Analysis, QA
BCS Requirements Engineering, QA
Certified Scrum Master, Scrum Alliance (Agile Project Management Methodology
Microsoft Certified Professional (Windows Server, Windows & Exchange Server)
Advanced Subsidiary in Business Studies
Advanced Subsidiary in Government and Politics
Advanced Level in Government and Politics
Advanced Level in Psychology
General National Vocational Qualification in Business