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London, United Kingdom



EMPLOYMENT

Head of Data & Technology

Danone UK & Ireland – www.danone.co.uk

London, UK

December 2021 – Current



Driving measurable value to our brands by making digital & data a true competitive differentiator for Danone in the UK & Ireland. Integrating across teams to accelerate our always-on digital strategy, driving value for our brands by crafting tailored, seamless, and connected customer-centric journeys across our diverse portfolio including specialised nutrition (early life & advanced medical nutrition), dairy, plant-based and water products.

Key Achievements:

- **Regional Customer Data Platform (CDP) Rollout**, following a strong and demonstrable business case, over 12 months 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 our retail media data partnerships to deliver 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. The migration included the deployment of a new service centre in North Macedonia and resulted in a 32% performance uplift on average per site, a reduced 'toolkit' approach for templated new sites, reducing the deployment cost by 70% (or 53k per touchpoint) and a new consolidated data model to support the CDP rollout.

Global Marketing Technology Manager

Danone – www.danone.com

Global HQ, Amsterdam, NL

June 2020 – November 2021

Responsible for the business architecture, design and operating model of Danone's marketing and digital ecosystems supporting hundreds of Danone brands across the globe. Working in a small, agile & high performing team to meet the demands of our markets worldwide; from our dairy portfolio to our water brands through to our infant formula and medical nutrition, each one providing its own unique challenges. Delivering global digital programmes while ensuring measurable growth against our brands.

Key Achievements:

- **Global Technology Platform (Adobe)** programme, implementing and executing global marketing technology at scale with the Adobe Experience Cloud. Responsibilities ranged from technical architecture to maximising business/brand value, like delivering targeted consumer experiences and connected journeys, or ensuring that we were able to deliver results with hybrid technology landscapes on a market-to-market basis.
- **Deployment of Alternative Technology Platform**, a program designed for non-Adobe markets or those that need a modular approach to marketing technology through MACH (modular, API-first, cloud native, headless) based platforms and solutions with the understanding that there is no one-size fits all approach in a global context. Responsible for business case definition, operational models (operating, support, governance) and pilot deployment into markets.

Head of Digital – IS (UK & Ireland)

Danone UK – www.danone.co.uk

Head Office, Chiswick, London, UK

July 2017 – May 2020

Transforming digital & CRM across Danone UK, covering around 50 brands across 5 business areas. Leading a small, focused team to deliver maximum impact to the businesses we supported which translated into deliverable, measurable results for our brands all through an obsession over customer experience. Conceptualising & leading digital programmes of work, managing varying strategies and priorities while cultivating meaningful relationships with internal & external stakeholders.

Key Achievements:

- **Danone Manifesto Incubator** programme, delivering over 20 brands in 18 months by adopting a start-up ethos within the business. Starting with the mantra that no idea is too crazy, and no challenge too difficult, we launched brands across various business areas with a fail-fast strategy, leading to 4 high performing, established brands by the end of the programme.
- **Adobe Experience Cloud Deployment** across 2 of Danone UK's largest CRM operations: Responsible for strategic technical oversight and ultimately delivering a powerful technology backbone that delivers both the organisation's technical needs as well as moving into the next phase of personalised, purpose driven marketing. Platforms included CMS (**Adobe Experience Manager**), a dynamic personalisation engine (**Adobe Target**) and multi-channel campaign delivery (**Adobe Campaign**), including integration with our existing data management platform (**Adobe Audience Manager**) and onward analytics (**Adobe Analytics**).
- **Local DevOps & Adobe Experience Manager Localisation** bringing a global codebase under our direct control to drive much-needed agility and a more feature-rich, high performing platform for our consumers. This included the creation & recruitment of a DevOps team within the function (the first of its kind) along with a technical migration project to decouple the platform from the global technology stack.
- **AWS Cloud Infrastructure Transition** of web sites and services from agency-based hosting solutions to IaaS platform **Amazon Web Services**. Reskilled analysts and architects to deploy in the new platform and brought the relevant expertise into the organisation. Resulted in a drastic cost reduction, a more resilient web services offering and an ability to scale with the organisation's needs.
- **General Data Protection Regulation** corporate readiness: collaborating with a cross-divisional team to prepare the organisation for the landing of GDPR in May 2018. Process lead for inventorying the current infrastructure across the UK & Ireland covering all business units and support functions (HR, finance, GS, IS/IT). As well as strategic & technical scope, understanding the cultural change required was key to delivering such a fundamental shift towards data security & privacy throughout the organisation.

Digital & CRM Solutions Architect (UK & Ireland)

Danone UK – www.danone.co.uk
Head Office, Chiswick, London, UK
November 2014 – June 2017

Delivering digital & CRM initiatives across the Danone UK estate, covering 7 business units and 3 factories in the UK & Ireland. Working in a small, focused team to deliver maximum digital impact. Conceptualising, designing & managing digital projects while maintaining the integrity of the digital ecosystem. Working within demanding divisional strategies and maintaining strong relationships with teams throughout the organisation.

Key Achievements:

- **Digital Working initiative** increasing awareness of digital tools & enabling people to work more effectively, encompassing **communication, collaboration, sharing, searching and networking** (lead).
- **CRM system transition** from call-centre based at head office to outsourced solution, replacing outdated systems, technologies & processes with new standards. Included process design, data migration, new system configuration, interface (API) design/implementation, end-to-end documentation and new user engagement and training. Working across functions and with several stakeholders across various sites. Time-sensitive project, had to be delivered in line with transition deadlines (co-lead).
- **New global event app** design & implementation, supporting divisions around the world from small team-meeting style events to those bringing large numbers of Danone's 100,000 employees together (project manager), managed internal marketing post-launch and set up structure for support (case study available from supplier here: <https://bit.ly/2d7yAoQ>).
- **Various brand launches** (Nutrimum, Nutricia ELN) in the UK, working cross-functionally to support various digital needs including CMS selection & implementation, integration with existing CRM platforms, outbound campaigns and social media management.
- Launching the new **consumer-facing website** at www.danone.co.uk from conception to go-live. Role was a technical lead with various responsibilities including collaboration between Danone's French HQ, French agencies assigned to the project, UK agencies brought in to assist, four UK divisions and various cross-functional teams.
- Deployment of **Facebook at Work** (now Workplace) within Danone across the UK & Ireland to an audience of over 2,000 employees. Involved both technical deployment and user engagement & cultural re-engineering to bring enterprise social to life within the cluster.
- Integration of **WhatsApp** at our UK Careline as a fully managed service channel. Working with newly available technology, aiming to allow our consumers to connect to us on their own terms, through their preferred channels. Managed both technical deployment as well as Careline engagement. Result was a strategic 20% uplift in contact volumes with no attrition.
- Implementation of a **data management platform** (Adobe Audience Manager) across 3 business units in the UK. Technical lead establishing **data strategy** as well as transforming the current infrastructure to support the platform alongside our digital agencies. Platform now provides **real-time targeted behavioural marketing** delivering both cost savings and harnessing new personalisation and targeting opportunities.

Consumer Connections Manager

Danone Nutricia Early Life Nutrition – <https://eln.nutricia.co.uk>
Head Office, Trowbridge, UK
February 2012 – October 2014

Working as a manager in the Consumer Connections department within Marketing. Responsible for managing Danone Early Life Nutrition, Water and Dairy Consumer Connections (CRM operations) as well as the teams delivering their services. Responsibilities included working with the wider team to forge personal connections with consumers, while delivering content that both captivated their interest and promoted our brands. Included management of 5 direct reports. In addition, cross-functional projects, global initiatives and local objectives were planned, implemented

and supported. Additional role as Technical Lead for Consumer Connections supporting various technologies, systems & platforms used within the operation.

Key Achievements:

- Rebranding of Aptamil to Aptacub as part of a global commitment to ethical practices (project lead)
- Crisis management during media exposure & investigation
- New Knowledge Base system launch, from concept to implementation (project lead)
- Overall Systems Lead for Consumer Connections (CRM, telephony, KB)
- Managed Careline departmental outsource to external provider – people, systems & processes (project co-lead)

EDUCATION

BCS International Diploma in Business Analysis

January 2018. QA

AWS Certified Solutions Architect

August 2017. Independently Studied

Adobe Marketing Cloud Topline

July 2016. Adobe UK

Adobe Experience Manager – Advanced Author

July 2016. Adobe UK

BCS Business Process Modelling

November 2016. QA

BCS Business Change

August 2016, QA

BCS Business Analysis

August 2015, QA

BCS Requirements Engineering

July 2015. QA

Certified Scrum Master

August 2014. Scrum Alliance (Agile Project Management Methodology)

Computer Science BSc (2:1)

June 2006. Read at Southampton Solent University, Southampton

MCP - Managing and Maintaining a Microsoft Windows Server 2003 Environment

July 2005. Exam 070-290. Independently Studied

MCP - Installing, Configuring, and Administering Microsoft Windows XP Professional

September 2006. Exam 070-270. Studied and Taken at Koenig

MCP - Implementing and Managing Microsoft Exchange Server 2003

September 2006. Exam 070-284. Independently Studied

Advanced Subsidiary in Business Studies

June 2003. Studied and taken at Norton Hill School. Midsomer Norton, Somerset

Advanced Subsidiary in Government and Politics

June 2003. Studied and taken at Norton Hill School. Midsomer Norton, Somerset

Advanced Level in Government and Politics

June 2004. Studied and taken at Norton Hill School. Midsomer Norton, Somerset

Advanced Level in Psychology

June 2004. Studied and taken at Norton Hill School. Midsomer Norton, Somerset

General National Vocational Qualification in Business

August 2001. Business Organisations and Employment (Intermediate). Studied and taken at St Gregory's Catholic College, Bath