

NICK STENE

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Marketing Manager with 11 years senior level experience in the consumer electronics sector gained within leading global organisations. An outstanding track record of business development through the creation and implementation of disruptive product propositions, brand repositioning and strategic alliance management.

KEY SKILLS

- Generating disruptive insights to change market dynamics
- Building strategic partnerships and gaining stakeholder engagement
- Project Management (including specific experience in IOT, smart homes & commercial uses of data)
- Authoring and implementing successful Business Strategy, Product Strategy and Brand Strategy
- Team Leadership and Team Building

CAREER HISTORY

DIGITAL MARKETING SERVICES LTD

OCT 2015 TO DATE

Consultancy with multiple part time Marketing contracts

DIRECTOR AND SENIOR MARKETING CONSULTANT

OCT 2015 TO DATE

- Go-to-Market strategy on Smart Meter, IOT & data sector, and supporting memorandum of sale
- Digital Marketing campaign management projects (Adwords, Analytics, Facebook)
- Industry briefings for EuroMonitor: Smart Meter roll-out and trends, Water Scarcity and trends

SAMSUNG ELECTRONICS LTD

2009 – Sep 2015

Home Appliances Division - European Regional HQ

SENIOR EUROPEAN PRODUCT MARKETING MANAGER

2013 – 2015

Head of Laundry Europe with Pan-European P&L responsibility for a business unit worth over USD \$500M. Role holds category responsibility for Washing Machines, Clothes Dryers, Dishwashers and Cleaning Robots. Primary driver of regional strategy, with two direct reports (18 indirect reports across a matrix structure).

KEY ACHIEVEMENTS:

1) SUCCESSFUL DISRUPTION OF A WELL DEFENDED MATURE SECTOR WITH STRONG ESTABLISHED RIVALS

In 2009 Samsung was ranked 10th in the EU Laundry market with no progress achieved in the previous 5 years. My task was to develop and implement a cut through strategy to return the business to growth.

- Lead consumer research to establish EcoBubble™ proposition within low temperature wash trend
- Establish new communication strategy based on future prediction of key buying factor shifts
- Identified Protagonist/Antagonist dynamic and developed new shopper journey materials
- Developed full range launch plans, roadmaps and 3 year technology pipeline
- Managed 'innovation bridge' to translate technical features into resonant consumer benefits

As a result, Samsung moved from 10th market position in 2010 to attacking 2nd place within 2014.

Growth rate 40% 2012~2014 (annual compound ave.). 10% improvement on achieved rate of margin.

2) NEGOTIATED NEW 2015 EU CONTRACT WITH P&G CREATING NEW MEDIUM AND LONG TERM VALUE

In 2014, following the success of the low temperature strategy, an opportunity arose for an alliance with the market leading detergent manufacturer. I lead Samsung's response to this important opportunity.

- Mapped out the scope of the European alliance with P&G and negotiated the benefits
- Managed Samsung stakeholders in Country/European HQ/Korean HQ teams

EU alliance launching Q4 2015, delivering a joint branded campaign, material benefits worth \$3M at retail, and a joint CRM and R&D program to boost both short term and long term value.

3) SUCCESSFULLY LAUNCHED EU'S 1ST WIFI IOT APPLIANCE, TAKING SHARE FROM MIELE >€1500 ARP FOR 1ST TIME

EcoBubble successfully assaulted the market ARP €400~€800. My role was to bring to the EU market a new high value offering from Samsung to challenge Miele's premium position >€1000

- Supporting ideation, guiding technology with consumer feedback, and LCD touchscreen UX tests
- Created go-to-market strategy and reach out program to the new luxury audience and new KBFs
- Implemented new assets across Europe for full ATL/BTL campaign for traditional and digital channels
- Authored EU launch strategy, mentored and improved local launch plans, evangelized best practice 1st brand to gain significant share from Miele >€1500. Increased the Ultra Premium sector +80% value. Created new profitability for channel partners. Opened a brand wide dialogue with new luxury contacts.

EUROPEAN PRODUCT MARKETING MANAGER

2009 – 2013

Product strategy, Brand communications coordinator and regional campaign manager.

KEY ACHIEVEMENTS:**4) PROJECT MANAGED MULTIPLE LARGE SCALE 360° MARKETING CAMPAIGNS ACROSS THE EU REGION**

With the development of a winning proposition in EcoBubble™, Samsung needed to deliver a cohesive campaign across all channels and across the EU region. I was EU project lead for these campaigns.

- Creating traditional and digital assets for all EU teams via the advertising agency (LB)
- Managing cross functional teams in multiple locations with inflexible deadlines (media buying)
- Mixture of traditional waterfall and some agile project controls used (especially for digital elements)

As a result brand KPIs improved strongly 2012~2014 (catching up to market leaders). Viral 20M views (YouTube) with culturally intelligent humour. Digital campaign with strong click and conversion rates.

PULSE HOME PRODUCTS LTD, UK

2004 – 2009

Importer of Small Domestic Appliances from China - Floorcare and Home Improvement Division

UK MARKETING CONTROLLER

Sole P&L responsibility for a GBP £30M division. Managed the sales and marketing function, reporting to the board. Role had 3 direct and 2 indirect reports. Managed organisational change including office relocation. Managed the JCB relationship as a brand extension into PowerTools industry by licensed branding.

KEY ACHIEVEMENTS:**5) RESCUED A DISTRESSED BUSINESS UNIT AND RETURNED IT TO PROFIT AND GROWTH**

In 2004/5, Dirt Devil UK was suffering failing profitability and sales trending towards zero. My role was to redesign the business unit and relaunch the brand to prove economic viability for extra investment.

- Established the market opportunity and diagnosed the issues harming the current business
- Created new proposition for differentiation and to protect from retailer OEM substitution risk
- Sourced 100% new portfolio during 2005, negotiating with factories in China and Hong Kong
- Repositioned 2006 for the UK economic crisis with early advantages from trend spotting
- Full rebranding across the marketing mix, including low cost digital campaigns
- New functions added to the operation for improved quality controls at factory and import points

Exceeded pre-collapse revenue levels by 2007 (second year of re-launch), taking the operation from 10% loss to 10% profit, regaining business in 3 of the 4 lost key customers by becoming indispensable.

6) NURTURING TALENT - RECRUITED AND MENTORED TWO FUTURE BUSINESS LEADERS

After proving the viability of investment into the rescued business unit, new resources were needed for continued growth in 2008. My role was to recruit and build two successful teams (sales and marketing).

- Full control of interview process and selection (with CEO buy-in and final veto)
- Managed inductions and training (and for the Marketing roles the ongoing personnel management)
- Recruited 2 Key Account Managers, Product Manager, Junior Product Manager and Quality Manager

The business exceeded growth and profit targets. The Product Manager and one Key Account Manager I recruited since became Marketing Director and Sales Director respectively in that business.

ELECTROLUX HOME PRODUCTS PLC, UK

2000 – 2004

Home Appliances Global Leader - UK Sales office Wet Division (Clothes Dryers, Dishwashers)

CATEGORY MANAGER**CURRYS, DIXONS RETAIL, UK**

1998 – 2000

Electrical Retailer UK Leader – Brown Goods Division (TV/Audio/Imaging)

PRODUCT MANAGER**EDUCATION & TRAINING**

Professional Diploma, Digital Marketing (Dip DigM) – Institute of Direct and Digital Marketing (IDM)

Digital Marketing extension courses: Adwords, Analytics and Analytic Insights - JellyFish

BA Degree: Psychology and Marketing - Stirling University 1997 | **A-Levels:** Math/Physics/English/History

External Courses, EU Competition Law, 2011-2015, Channel Management Policies and the Law, 2011-2015