



David Blanar

Marketing Consultant
London, UK

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- Strategy & Planning
- Product Marketing
- Communications
- Business Analysis
- Programme Management
- Digital Media
- New Business Development
- Training & Education

About

Credit: Moucha (<http://bit.ly/8yoz2h>)

Recent Experience

Digital Marketing Consultant

Freelance, Sept 2007 > Present

Director of Online Services

Cantos Communications, Jan 2010 > Present

Head of Marketing/ Brand/ Comms

Defacto Ltd, Nov 2007 > Oct 2009

See LinkedIn Profile for full CV:

<http://bit.ly/dblanar>



The view in Santa Cruz, California, just 15 miles from where I was born.

About David Blanar

I work at solving business problems, whether the need is to increase sales; set a strategic vision; develop new products; manage effective teams; or lead change.

With 10+ years of experience in US & UK digital marketing and media industries, I offer strategic management & communications consultancy for my clients, serving in senior leadership roles in both the agency- and client-side settings.

I enjoy working with great agencies, including Rufus Leonard, AMV BBDO, Cantos Communications and Moving Brands; my clients include some of the world's most-respected names, such as Nokia Siemens Networks, SABMiller, Marks & Spencer, ADP Insurance, 3 (UK), Toyota, BT, Zurich Financial Services, HSBC, JPMorgan and Credit Suisse.

These pages showcase a broad range of skills and capabilities, all underpinned by a determined focus on delivering the one outcome that matters: business results.

Industry Experience

- Financial Services
- Technology
- Automobile
- Sport
- Media
- Telecommunications
- Public Sector
- Drinks
- Media
- Property



Nationality

USA, UK (Dual Citizen)

Education



MBA

London Business School
London, UK



Bachelor of Arts

Santa Clara University
Santa Clara, California, USA

Awards



Best Portal

Rivals.net
New Media Age (2001)

Strategic Management



Recent Experience

Change Management & Product Development

Client: Cantos Communications

For Cantos I was asked to assume complete responsibility for the definition, development and delivery of all online services.

This included an initial period of requirements gathering and a piece of digital media consultancy focused on the development of a new, comprehensive product and service offering. As part of this process, I commissioned primary research using a third party specialist to identify attitudes within the market and gaps in existing offerings.

cantos

I produced a business plan which included a detailed five-year sales forecast. Achievements include:

- **Strategic management consultancy** and change management programming
- **Content development** and distribution, including client and internal video content
- **Channel management**, including Cantos.com, Twitter, YouTube, blogs and other tools

Output: Business plan, strategic vision

Result: Currently under management review



Clients

- Zurich Financial Services
- HSBC
- Rolls Royce
- SABMiller
- easyJet
- Dealmarket
- Prime Developments

Key Skills

- Product development
- Programme management
- Business case development
- Service delivery process development
- Sales forecasting
- Change management
- Internal team development

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Bottom Image Credit: philroeder (<http://bit.ly/C3IES>)

Strategic Management



Recent Experience

Product Development & Launch

Client: Defaqto Ltd

I developed the end-to-end strategic road map for the next generation of Defaqto's online customer relationship platform, **Connect**, which unites consumers, intermediaries and financial product providers into one ecosystem. My responsibilities were to:

- **Define** the strategic vision and objectives and **communicate** to both internal and external audiences
- **Develop** and **drive** an 18-month communications plan, across traditional and online media
- **Define** a multi-version software road map, including an initial functional specification and ongoing feature development

Output: Strategic vision, product road map, resource plan

More Achievements

- Digital strategy presentation for **Adidas**. Viewable at <http://bit.ly/stratadidas>
- Digital marketing B2B strategy review, social media road map and workshop for **Nokia Siemens Networks**.
- Bespoke, client-directed one-on-one social media consultancy with brands including: **BT**, **QinetiQ**, **Gala Coral**, and the **Royal Bank of Scotland**



Clients

- Cantos Communications
- Defaqto Ltd
- Credit Suisse
- Royal Bank of Scotland
- Nokia Siemens Networks
- NHS
- Child Support Agency
- COI
- Rolls Royce
- BT & BT Wholesale
- SABMiller
- Renault

Key Skills

- Strategy and planning
- Business analysis
- Requirements gathering
- Team leadership
- Change management
- New technology consultancy

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Bottom Image Credit: hirejoejohnson (<http://bit.ly/5ldpbA>)

Marketing & Comms



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Recent Experience

Head of Marketing, Brand & Comms

Client: Defaqto Ltd

I had complete P&L oversight over a 15+ team of communications, PR and creative professionals for the UK's leading financial services research agency.

Achievements include:

- Delivered rollout of **new branding** and **strategy**, positioning Defaqto in the consumer space
- Delivered marketing activity responsible for more than **20% increase** in year-on-year sales
- Initiated and delivered annual customer events, generating **£50k in revenue**
- Developed a **3-year strategic vision** for marketing and product development



Clients

- Cantos Communications
- Defaqto Ltd
- SABMiller
- Credit Suisse
- HSBC
- PaymentsShield
- Lexus
- Toyota
- 3 (UK)
- NHS
- Rolls Royce
- Child Support Agency

More Achievements

- Enterprise intranet development and delivery, including 3 (UK), **Child Support Agency** and **Rolls Royce**.
- Global graduate recruitment web sites for **JP Morgan**, **Credit Suisse**, **HSBC**
- Online pan-European product promotion for **CIBA Vision**, at FreshLookContacts.co.uk

Key Skills

- Project/ Programme Mgmt
- Copywriting
- Branding, Identity & Design
- PR & Media Relations
- Internal/ External Comms
- Information Architecture
- User Experience Design

Social Media



Recent Experience



Republic Publishing

Clients: Nokia, Intel, Channel 5, The Link
Republic Publishing is at the forefront of helping brands connect with customers using social media. Working directly with marketing teams within established brands, RP develops compelling online editorial content and guides communications teams on best practice of using digital tools to multiply and amplify the brand message across many communities.

- **Content development** and dissemination, both text and video
- **Channel management**, including Twitter, YouTube, blogs and other tools

More Achievements

- Developing the end-to-end social media strategy for **Defacto Ltd**, including both B2B and B2C channels
- Developed the social media strategy for corporate communications agency **Cantos Communications**



Clients

- Cantos Communications
- Republic Publishing
- Defacto Ltd
- Nokia
- The Link
- Channel 5
- Think London
- RareBridge Software
- BT
- Gala Coral
- Royal Bank of Scotland

Etcetera

- I served as a media relations specialist for the 1996 Atlanta Olympic Games
- I have registered to volunteer for the 2012 London Olympic Games

Top Image Credit: CarbonNYC (<http://bit.ly/52zFmS>)
Bottom Image Credit: dan taylor (<http://bit.ly/6fwDL>)

Mobile & App Development



Recent Experience

iPhone Application Development

Clients: Defaqto ltd, Electricpig.co.uk, Cantos
As part of larger communications strategies, I was directly responsible for defining and delivering iPhone apps which would extend our product reach.
My role was to:

- Develop the functional specification
- Define the brand execution and customer journey
- Develop and drive on-site and partner marketing strategies
- Act as the primary liaison with the various technology delivery partners



Clients

- Cantos Communications
- Defaqto ltd
- Republic Publishing
- 3 (UK)
- o2

Marketing Communications

Client: 3 (UK)

I served as the primary communications consultant to 3 (UK), working directly with the internal, external and PR comms teams to support product announcements, corporate comms and regular daily staff news.



- Daily management of internal channels, including the intranet
- Strategic digital comms consultancy
- Cross-discipline team management

Key Skills

- Programme management
- Communications
- Requirements gathering
- Process development
- Market & industry research
- Product & service development

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Testimonials



Image Credit: Mercedes.. Life as I picture it (<http://bit.ly/7AMtVw>)

“David has a
drive
that would
scare the
average
person.”

Hal Bent
Crown Business Communications

What others say:

“David is astutely creative and has deep insight into digital media. He is also very much in tune with contemporary issues... and he has a very sharp pen.”

Kenn Herskind Chief Executive, Defacto Ltd

“David's a very smart guy, well read and very well thought out. He makes everyone feel very comfortable that the job is in good hands. Plus he's a real pleasure to work with.”

Tom Coombs Moving Brands

“A highly skilled, intuitive and engaging guy, David just gets it. His command and knowledge of his subject, coupled with his creativity and focus have provided results over and above requirements. I'll work with him again and again - I'd recommend you having him at the top of your speed dial.”

Katherine Isdell-Carpenter Crown Business Communications

“Having David on your team is like getting the best of both worlds ... right-brained creativity, humour, insight and passion ... and left-brained attention to detail, accuracy, and a drive for perfection. Always a professional. it was an honour and pleasure to work with David and I highly recommend him.”

Siiri Hage Tam Communications