

# JAMES PATTINSON



I'm an award-winning marketer, strategist and entrepreneur.

I'm an expert in enhancing organizational culture / effectiveness, developing innovation programmes and brand strategy.

I work with senior leaders and their teams as a consultant. For complex projects, I assemble teams of leading experts to deliver. My network is diverse and includes world-class talent.

I'm 41 years old and embrace diversity, equity and inclusion – it's better for businesses and society as a whole.

I've had the benefit of leading educational experiences from Oxford, Cambridge and the commercial world but appreciate their limitations. I believe in the need for constant change and this shows in my track record at the leading-edge of business:

**Inspiring inclusive innovation:** I co-founded [Reluctantly Brave](#), a pioneering consultancy with inclusion at the core along with [Dawood Gustave](#). Our diverse teams deliver fresh approaches and solutions to a variety of leadership, brand and culture challenges (reimagining business models, communications, D&I and recruitment; new product development; engaging millennials/Gen-Z; and retention). Clients range from C-Suite to senior leaders (DLA Piper, Sainsbury's, SSE, Walgreens Boots Alliance) through to numerous CEOs of start-ups, including the award-winning YoungPlanet.

**Generating advantage from Gen-Z + Millennials:** One of my roles at [Reluctantly Brave](#) was leading the award winning (Young) Braves program. We train strategists 16-24yrs old to work with senior leaders and teams at clients such as Jagex, Nando's, Starbucks and Thomson Reuters on a variety of leadership, culture and brand challenges. Previously, I was one of P&G's top trainers in Western Europe and also mentored young people on career and self-development outside of work.

**Super-charging start-up cultures:** I've advised numerous CEOs of start-ups on business models, branding and user engagement. I've also advised senior leaders at companies such as Kellogg's, Thomson Reuters and Walgreen Boots Alliance who want their cultures to 'be more start-up'. I'm a founding Director of tech incubator Added Ventures (with a 50% conversion to funding rate).

**Defining the future of brands:** I've shaped the future direction for world-leading brands such as BP, HSBC, Lacoste and LDC – from strategy to design execution. I was an award winning commercial and design marketer at P&G (responsible for \$250m+ businesses) before transitioning to strategy roles at industry leading brand consultancies such as BBH Zag, Design Bridge, Landor and The Clearing (advising brands as diverse as the BBC, Grosvenor and Unilever). I'm an expert on sustainability.

**Digital brand building:** I became one of P&G's top digital experts, consulting across the entire Western European portfolio (winning multiple global awards) and leading digital for the Prestige Division (\$2bn revenue, >30 brands including Dolce & Gabbana, Gucci, Hugo Boss and Lacoste). As a consultant, I've worked with the BBC, P&G and WPP on digital capability / innovation and also tech start-ups.

**Award winning:** P&G Alumni 2019: 'Visionaries under 40' // Royal Society of the Arts 2018: Fellow // National Diversity Awards 2017: Best Community Organisation for Age, Reluctantly Brave's (Young) Braves // P&G Prestige Products 2010: Presidents Award // P&G Digital 2010: Top rated Digital Team // P&G Vice-Chair 2010: Best Digital Business & Organisation // Webby 2011: Best beauty & cosmetics site, Boss Night // Cannes 2009: [Lacoste Love of Pink](#) (Best Film shortlist) // P&G Western Europe 2007: Platinum Training Award // FIFI award 2004: Lacoste touch of Pink.

**Academic:** University of Oxford (MA Geography), University of Cambridge (Dipl Management).

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