

# Alex Steer

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## PROFILE

Experienced advertising and media strategy lead with a strong track record of creating scalable, meaningful change for global brands. I specialise in applying data and technology to help communications investment work harder, combining analytical and technical detail with a broader view of effective communication. With a mixed background in brand strategy, digital marketing, marketing technology and analytics, I'm now in a senior management role leading strategy, analytics and technology at one of the UK's fastest-growing agencies.

## EMPLOYMENT

2017-present: **Chief Product Officer, Wavemaker, London.**

Wavemaker is a global media, content and technology agency formed from the merger of Maxus and MEC. As Chief Product Officer I'm responsible for developing and scaling our offers and capabilities. More to follow...

2017: **Chief Strategy Officer, Maxus, London.**

Maxus was a top ten UK media agency and the fastest-growing global agency network 2011-2017. I was responsible for design and execution of the agency's strategy, including management of our offers in strategy, planning, technology and data. I led on overall strategy and structure for key clients and for major new business pitches. My focus was on integrating technology and data into the strategic planning process to make the work our agency does for clients more effective and better able to adapt to change.

2015-17: **Head of Technology, Effectiveness and Data, Maxus, London.**

I've built the agency's data and technology practice (known as TED), and lead our offer in marketing effectiveness with all clients. I'm responsible for developing our capabilities in marketing technology, data platforms and advanced analytics including market mix modelling, digital attribution and brand research. I act as a senior strategic lead on marketing integration, measurement and effectiveness with key clients and in major new business pitches. Regular speaker and writer on effective communications and use of data in marketing strategy.

2011-15: **Strategy Director; Head of Product and Analytics, Fabric Worldwide, London.**

Fabric was a data-driven digital marketing agency, now part of Possible. I was strategy lead on our biggest digital/social creative accounts (KFC, Heineken, Old Mout Cider), and led our analytics and data management offer across the agency. I was responsible for our analytical strategy and product development roadmap. I advised global organisations and their agencies on digital content, media and measurement strategy, with a particular focus on programmatic and social media.

2010-11: **Strategy Consultant, Kantar Futures (formerly The Futures Company), New York.**

Research-based marketing strategy and innovation consulting; future planning, scenario planning and trends consulting with a specific focus on digital and social media, technology and data. I led key client projects and developed research and consulting programmes to inform strategic planning.

2009-10: **Strategic Planner, Ogilvy & Mather, Cape Town.**

Account planning across integrated advertising, PR and digital accounts; developing brand positionings, portfolio strategies and communications plans; monitoring and advising on market and consumer trends; client relations and day-to-day guidance on messaging and positioning.

2009-12: **Marketing Fellow, WPP.**

WPP's global leadership development programme, consisting of three year-long rotations in WPP group companies across different disciplines and markets.

2008-09: **Analyst, New Philanthropy Capital, London.**

Advised donors, funders and charities on how to achieve and demonstrate greater social impact from their activities; planned and wrote reports on charities' work in the education and young people's sector; analysed charities' activities, results and finances and recommended funding priorities.

2006-08: **Assistant Editor, Oxford English Dictionary, Oxford University Press.**

Researched the history and development of the English language; wrote and edited dictionary entries; trained editors and researchers on research methods and new technologies; advised on specialist areas of lexicography and historical bibliography (especially early English). Also taught English language and medieval/early modern literature papers to Oxford University undergraduates as an external tutor.

## AWARDS

2017: Drum Digital Awards, Highly Commended, Attribution  
2016: IPA Effectiveness Awards, Silver Award  
2013: Data Strategy Awards, Shortlist, Power of Data (strategic transformation).  
2013: WPPed Cream, Highly Commended, Digital.  
2013: Marketing Society, Highly Commended, Social Media.  
2013: Marketing Week Engage Awards, Digital Shortlist.  
2013: British Arrows (British TV Advertising Awards), Gold.  
2012: Cristal Festival, Gold, Best Use of Data.  
2011: PRISA (South Africa PR Association), 2 x PRISM Gold awards.

## EDUCATION

Girton College, Cambridge University (2001-05).

2005: **M.Phil. Medieval and Renaissance Literature.** Arts and Humanities Research Council award, 2004-5.

2004: **B.A. (Hons.) English, double 1st class.** M.A. degree awarded March 2008. Graduate Scholarship, 2004-05; Davies Scholarship, 2004; Russell Scholarship, 2003.

Caterham School, Caterham, Surrey (1991-2001).

2001: **A Levels.** English Literature (A), Government and Politics (A), Modern History (A), Latin (A). Academic scholarship, 1994-2001.

1998/99: **GCSEs.** 10 at Grade A\*; 1 at Grade A.

## ADDITIONAL SKILLS

Computing: experienced at using online and desktop computing resources to analyse, manipulate and use data. Working knowledge of HTML, XML flavours, XSL, CSS, PHP, Javascript, Python, Bash, SQL and R. Experienced digital product manager with a focus on big data and analytics products for marketing.

## INTERESTS

Improvisation; linguistics and language history; word games; web programming.