

Nick Prichard

creating environments for growth

PROFILE

I have a long- term, proven, track record in creating agency environments for strong commercial growth – domestically and globally.

I have achieved this by utilising my key skill – forging close, trusting partnerships with clients, colleagues, stakeholders, suppliers or discipline specialists.

In combination with my understanding of the full marketing mix, (digital & traditional,) commercial awareness and strategic development expertise, I have built and mentored teams that have targeted and delivered solid operational & sales success.

WORK HISTORY

DIRECTOR | PRICH

2015 - Present

Independent consultancy, working with creative companies in multiple sectors. Projects have been based in Ireland, Europe, Brazil, North America, Asia and South Africa, covering...

Strategic planning & implementation

Client servicing

Business development

Content creation

Team recruitment and mentoring

Creative development

Brand design & architecture

Digital implementation

Two long-term clients have been...

ASL Global - I have been the Global Key Client Director, running the Coca-Cola, Heineken, Pernod Ricard, Unilever and Mars accounts since September 2016.

Crunch Communications - I advised, in a non-executive capacity, on every aspect of their communications and hospitality provision to global clients such as Shell.

GLOBAL DIRECTOR MARKETING | ADM

2007– 2015

ADM is a global communications agency. I ran the FIFA division - targeting, pitching and winning world-wide multi-platform programmes for FIFA and their sponsors.

- Delivered €43M+ all new business around the 2014 FIFA World Cup™ – a €20M increase on 2010. Full forecasting and P&L responsibility.
- Pitched, won and mediated worldwide contracts for FIFA sponsor brands including Coca-Cola, Visa, Sony, BP/Castrol and J&J, in support of their multi-faceted, global, FIFA World Cup™ sponsorship programmes.
- Nurtured and mentored global team of over 50 based in 14 offices in Europe, Asia, Latin and North America, Africa and the Middle East.
- Built close relationships with sponsor brand teams, building full & complete strategic marketing plans to deliver their consumer, B2B or specialist ROI.
- Developed bespoke digital solutions, such as e-commerce systems for AB InBev and “text and win” apps in Brazil for Coca-Cola. Led the transformation of the FIFA paper-based CSR approval system to a fully digital solution - within FIFA brand content & design standards.
- Launched ADM Brazil in 2012, established South African partner business for 2010 FWC and initiated Russian partner provision for 2018 FWC.
- Drove strategy that transformed ADM from a local trading operation into an international, cohesive, focused promotions and marketing business. Revenue grew from €65M pa in 2008 to €140M in 2014.

“Nick is part of a group of consultants I turn to for advice and independent input.”

STEPHEN KNIGHT | CMO | SSE plc

“The experience and advice that Nick provided us saw us through one of the most difficult periods since our set-up.”

DAVID WYLIE | MD | CRUNCH COMMUNICATIONS

“Thank you for contributing to Castrol history. Your personal efforts have never been underestimated when we worked together at 4 major football tournaments.”

TOBY HESTER | GLOBAL MARKETING | CASTROL

“Clients & staff like Nick. He builds enduring relationships because they value his keen sense of personal engagement with their business & individual challenges. They can see that he wants them to succeed and they value his straight-forward style with personal integrity”

IAN CREASEY | CEO | ADM

“Nick played a key role in ensuring a smooth delivery of FIFA’s and all sponsors’ activations before and during all our worldwide events. He also led the team that digitised the complex FIFA approval tool”

FRANK DE REDELIJKHEID
| SPONSOR DIRECTOR | FIFA

“Nick is a great enthusiast who can make unlikely things happen. He is a natural salesman with a great ability to relate to people at all levels”

**ALAN LOVELL | CHAIRMAN
SPORTSEARCH**

“Nick developed strategies and strongly branded campaigns that delivered a variety of client marketing needs. He was also key to the commercial longevity of Orckid Design, developing new income streams and always having an open mind to adopting original technologies and fresh ideas”

MARK RODICK | CEO | ORCKID

“I always think of Nick as the Great Communicator.”

**TOM HARVEY | FORMER HEAD OF
COMMUNICATIONS | NATIONWIDE &
HSBC**

“Nick has the enthusiasm of a man who has just won the lottery – twice.

He is a true professional who gets things done.”

PAUL SHEARER | CCO | OGILVY

FOUNDER & MARKETING DIRECTOR | SPORTS SEARCH CIC

2004–2007

Sports Search was a web based system that assessed the physical and mental suitability of 14–18year-olds, profiling the sports they may be suited to and providing pathways to clubs to improve fitness. Folded due to fraud.

- Established marketing and sales department from scratch. Developed marketing strategy, all support materials and site content.
- Identified sales targets. First year sales 10% of possible market.
- Partnership identification and relationship management with a diverse range of stakeholders, including fitness experts, Government Departments, Sport England, UK Sport, MP’s, Governing Bodies of 120+ sports, national charities, sponsors, sporting celebrities and the media.

FOUNDER & PARTNER | ORCKID DESIGN & MARKETING

1995–2004

Start up providing studio and digital design for the full marketing mix. Company grew from £0 to £9m+ turnover and from three staff to 40+. Business success led to WPP offer to buy the company.

- Created the most successful Mercedes A-Class promotion and supporting content in the model’s history - generating over 5,000 leads for test drives a year for three years.
- Built long term relationships with major brands such as Johnson Wax, BP, Wild Bean Cafe, KFC, Verbatim and Kodak.

FOUNDER & PARTNER | CONCISION LTD

1993–1995

Start up – technology & software development for film rights management systems used by multiple European TV stations.

Was responsible for all marketing, press communications and stakeholder engagement.

Business grew from £0 to £6m+ annual turnover and from 3 original partners to 25 staff at time of sale in 1995 to Swiss rival.

ACCOUNT DIRECTOR | BDDH & LOWE HOWARD-SPINK

1987–1993

Advertising agencies - built relationships with and ALT campaigns for Honda Motor Europe, Tesco, BOC, General Motors Europe/Vauxhall.

Learned the key marketing, operational and relationship disciplines to manage major client accounts.

EDUCATION

Squared Online	Digital Marketing Qualification by Google	2015
Oxford University	Post Graduate Certificate in Education Post Graduate Diploma in Industrial Relations	1985–1986
Durham University	BA (Hons)	1981–1984