

## **Brand Learning expands and builds its leadership team with restructure for global growth**

Brand Learning, leading global experts in transforming organisational marketing capabilities, has expanded and restructured its leadership team as it continues to expand both in the UK and across the world.

Brand Learning co-founder **Mhairi McEwan** becomes CEO leading the overall strategic direction of the business as it continues on its path of sustained international growth. Co-founder Andy **Bird** becomes executive director to focus on innovation, leading Brand Learning's growing digital marketing capability business and pioneering new thinking in marketing and in capability development.

For the first time, the business has built regional responsibilities into its organization and existing Brand Learning board partners will take on the following new global roles:

- **Nevine El-Warraky** becomes managing director UK, responsible for the UK based multinational clients and team.
- **Ana Maria Santos** becomes managing director USA & LatAm relocating to New York in early 2012, where she will lead Brand Learning's US team servicing its local client base which accounts for 25% of overall business.
- **Jill Hughes** becomes managing director EMEA and Asia Pacific, leading expansion of Brand Learning's business with a focus on India, China, Russia, and in the Africa & Middle East region.
- **Michele McGrath** becomes chief operating officer responsible for global talent and capability development, brand development and client/new client development.

In another major development, **Nina Holdaway**, **Harriet de Swiet** and **Mark Beales** are being appointed partners, in addition to their current roles as group client directors, to play a key role in developing and leading Brand Learning's future growth and vision.

In addition, **Graham Viles** will become commercial director responsible for finance, IT, legal and office facilities, **Sam Ellis** will become talent and capability director and **Linda Miller, Hilary Rickard** and **Bruce Levi** will become innovation directors – each focusing on specific growth initiative areas.

Brand Learning continues to successfully build its business and is currently delivering growth of 20% year on year - on track to deliver a turnover of £15 million by its year end. It has secured 25 new clients over the last year alone including Vodafone, McDonalds, GSK, Kellogg, Uralsib and Optus.

Brand Learning has worked with over 100 clients in 60 countries and over 50% of its business is now sourced outside the UK. Earlier in the year Brand Learning beat 1,000 companies to the accolade of 'Best Company 2011' in The Sunday Times Top 100 'Best Small Companies Awards'.

Mhairi McEwan comments: "In these tough economic times and with massive changes in the digital and marketing landscape, there's never been a more critical time for organizations to invest in transforming their marketing capabilities to help drive growth. We're restructuring our business to better service our global clients and as a prelude to opening local offices in key markets over the next 5 years. With our expanded leadership team and new regional structure, we will be much better equipped to develop our global offers and to deliver the best service to our clients wherever they are based."

Brand Learning's passion is to transform the marketing capabilities and commercial performance of people, teams and organisations across the world.

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**Background Information – Brand Learning ([www.brandlearning.com](http://www.brandlearning.com))**

Brand Learning is the leading global consultancy in transforming organizational marketing capabilities. The company is privately owned. Its co-founders are Mhairi McEwan (CEO) Andy Bird (Executive Director) - two ex Unilever/ Pepsi-Co VP marketing executives, who set the business up in

2000 and who jointly won the 'Best Leader' 2011 in The Sunday Times Top 100 Small Companies Awards.

Brand Learning is a dynamic consultancy with an unparalleled reputation in the specialist discipline of marketing capability development. Brand Learning works with some of the world's leading companies in over 60 countries to help companies create better customer value and drive growth.

Brand Learning is a fast growing business. It is actively recruiting talented individuals and has over 100 multinational corporations on its client list including Unilever, Shell, Diageo, Kellogg, Astra Zeneca, PepsiCo and Philips. Brand Learning worked on client projects in over 60 countries last year alone.

Brand Learning has picked up a host of accolades in recent times including securing the top slot in the Sunday Times 100 Best Small Companies 2011 and a top 5 place in the past 3 years. Brand Learning has also won Marketing's greatest prize - The Marketing Society's Grand Prix across all categories for its work with client AkzoNobel (formerly ICI) and its Marketing Excellence Award for Marketing Capabilities with client Shell.