

Dan Hills | CV

B2B Marketing & Media

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Executive Summary

Strategic Marketing Leader with 20+ years of experience driving B2B focused brand and performance outcomes through innovative, data-driven strategies. Expertise in integrating traditional and digital marketing channels to build compelling narratives that drive engagement, growth, and operational efficiency. Adept at developing scalable marketing programs, aligning cross-functional teams, and optimizing campaign execution across diverse regional markets. Proven success managing high-profile clients including Visa, Apple, Sony, Virgin, Shell, and Sitecore. Seeking to leverage analytical acumen and leadership skills to accelerate your B2B growth.

Media & Marketing Expertise

- B2B Marketing Strategy & Audience Segmentation
- Scalable Program Development & Implementation
- Regional Stewardship & Market Activation
- Project Management & Cross-Functional Alignment
- Performance Marketing & Digital Media Planning
- First-Party Data Strategy & Audience Engagement

Digital Focus

- GA4, Looker Studio, Power BI, & Advanced Data Analytics
- Account Based Marketing strategy development and implementation
- Programmatic Solutions, SSP/DSP/DMPs & Automated Ad Tech
- Social Media Marketing, Multi-Channel Digital Execution
- Digital Branding, Performance Marketing, Revenue Optimization

Leadership & Collaboration

- Stakeholder & Cross-Functional Partnership Management
- Talent Coaching, Team Leadership & Performance Scaling
- Market Insights & Competitive Analysis
- Innovation, Strategic Execution & Measurable Impact

Qualifications

- **PhD (Pending)** | Marketing Practices in the Post-Digital Era, Bournemouth University
- **Master of Arts** | Marketing Communications, Bournemouth University

Interests

Golf hacker | Stand-up comedy performer | Miniature Schnauzer parent | Village Milkman | Car Restorer | Powerboat Pilot

Professional Experience

Portland Rock | B2B Marketing Consultant | January 2016 – Present

As a strategic leader at Portland Rock, I have driven B2B marketing success for a diverse range of clients, blending structured frameworks with creative execution. My pragmatic approach integrates data-driven insights, audience segmentation, and innovative media planning, enabling brands to optimize engagement, enhance visibility, and drive measurable growth.

- **Brand Development & Positioning:** Conducted audits to tailor strategies that align brands with distinct market needs, ensuring differentiation in competitive landscapes.
- **First-Party Data Acquisition & Compliance:** Established ethical and effective data strategies, strengthening audience intelligence while maintaining regulatory compliance.
- **Multi-Tiered Marketing Frameworks:** Developed scalable programs, enabling businesses to align marketing initiatives with evolving consumer demands and industry shifts.
- **Cross-Functional Collaboration:** Fostered seamless coordination between teams, ensuring cohesive implementation of branding and media strategies.
- **Measurable Performance Outcomes:** Delivered campaigns structured around ROI-driven methodologies, refining audience targeting and maximizing conversion pathways.

Founder & Marketing Director | Robbie Burns Whisky Company | January 2024 - Present

Spearheaded the launch of *The Bard of Scotch*, integrating multi-lingual performance marketing strategies. Developed innovative frameworks to align heritage branding with modern audience engagement across APAC.

- Established retailer partnerships and optimized supply chain processes.
- Implemented scalable marketing programs for audience growth and product adoption.
- Crafted a narrative-driven brand identity to enhance market resonance.

Global Digital Director | MOI Global | March 2021 - January 2022

Managed a \$12M annual media budget, overseeing multi-market campaigns across North America, EMEA, and APAC. Developed high-impact marketing strategies for clients including Sitecore and Rapyd.

- Designed and executed B2B scaled programs tailored to regional needs.
- Led program implementation, ensuring seamless collaboration across sales, product, and marketing teams.
- Optimized multi-channel strategies through analytics and conversion rate enhancements.

Global Media Director | Shell International | March 2016 – January 2017

Led the global media account across 15 diverse markets, balancing centralized strategy with localized execution.

- Implemented region-wide stewardship frameworks to align marketing objectives globally.
- Developed scalable processes to ensure consistent program delivery.
- Oversaw multi-market activations and optimized budget efficiency.

Head of Digital Media | Hearts & Science ANZ | June 2013 - January 2016

Played a pivotal role in transitioning an independent digital agency into an Omnicom Media Group powerhouse. Led the digital portfolio for Apple, Beats by Dr. Dre, and Audible, securing major new business wins.

- Drove 220% growth in the digital team over three years.
- Managed cross-functional teams to ensure strategic alignment in global and regional campaigns.
- Developed frameworks to scale programmatic media solutions efficiently.