

Peter J Mitchell

A globally experienced professional, based in Asia, who strives to deliver simple and actionable solutions within the evermore complex world of digital communications.



Contributing at the highest level to the growth of major blue chip companies and agencies for more than three decades, this marketing and communications expert has led media investments and managed traditional and digital experts across multiple consumer categories in more than 20 countries.

Through an intimate knowledge of strategic media planning, collaborating with both creative and media agencies, Peter has delivered, via purpose built communications planning frameworks, a pioneering approach to full-funnel media performance which has delivered measurable growth to household brands across the world.

Key Achievements

- Reckitt: Designed, built & launched Global Integrated Communications Planning for nutrition brand Enfa. Trained 200+ people to use bespoke frameworks within the US, China, ASEAN, Mexico and the UK
- Reckitt: Increased Market Share by +5% with a net revenue increase of +13% for Enfinitas in 2019 in China. Plus 15% in 2020.
- Mondelez: Transformed a global US\$1.3B media budget from 5% to 32% digital spend in under 24 months
- Mondelez: Designed and launched a global planning framework for comms and media across the Chocolate, Biscuits and Gum & Candy categories
- Mindshare: Built the content for and upskilled 500+ BP and Castrol employees in the US, Middle East, Asia and the UK
- Neo@Ogilvy: Ran multiple innovation projects and launched Neo's first ever Trading Desk initiative in Singapore
- Neo@Ogilvy: Over six months, reduced Amex's overall cost to conversion by 32% for new cards issued through digital media channels in Japan/China/ASEAN and Australia
- Neo@Ogilvy: Increased SAP's overall online sales revenue in JPAC by 27% through paid and Organic Search in less than twelve months

Key Skills

- **Strategy:** Highest level of strategic development for several major global blue chip companies, transforming their marketing and commercial activities
- **Leadership:** Managing staff across multiple markets simultaneously with diverse cultural backgrounds and sensibilities
- **Communications:** Communications planning expert operating across multiple consumer categories
- **Workshops:** A variety of in-person, in-market and virtual learning sessions, designed to empower people at all levels
- **Consumer Touchpoints:** End-to-end traditional and digital media experience with a focus on business performance improvement
- **Adtech:** Intimate knowledge of various adtech solutions driving digital performance, including DSP, SSP, Exchanges and DMP solutions; as well as CRM platforms, brand safety partnerships, privacy compliance, and fraud prevention
- **Client Servicing:** First class client service from assistant to C-Suite, connecting multiple stakeholders affecting collaboration and clarity
- **Presentations:** Representing brands and agencies at industry events in China, Australia, ASEAN, the UK, and the USA
- **Talent:** Sourcing, training & development, mentorship and elevation of talent within multiple organisations
- **Finance:** Ran profitable in-market P&Ls for digital media businesses across the globe

Value Add To Key Brands

- Conglomerates: Mondelez, Unilever, Danone, Reckitt Benckiser, GSK (Global)
- F&B: Coca-Cola, Cadburys, Trident, Haribo, Oreo, Cadbury, Toblerone, Milka (Global)
- Technology: Microsoft, SAP, IBM, Cisco (APAC)
- Health: J&J, Mead Johnson / Enfa, Durex, Halls, Gaviscon (Global)
- Finance: American Express, Mastercard, CIMB, Prudential, AEGON (APAC)
- Retail: Marks & Spencer, Clarks (UK)
- Autos: Hyundai/Kia, Nissan, Maserati (US and UK)
- Energy: BP, Esso (Global)
- Telcos: True (Thailand), Telenor (Myanmar), Telkomcel (Indonesia)
- Entertainment: Lionsgate, CBS, ESPN (US)
- Travel: IHG, Best Weston, DeVere Hotels, TravelLodge, KLM, Cathay Pacific (US/UK/APAC).

Employment History

Reckitt – Singapore, 2017 to Present

Global Communications Planning Director – Nutrition

APAC Regional Media Director – Reckitt Health Brands

World's largest Over the Counter Health and Home/Hygiene company with brands such as Enfa, Dettol, Durex, Neurofen, Gaviscon and Strepsils, as well as Lysol, Airwick, Finish and Harpic

Key Achievements

- Increased Market Share by +5% and net revenue increase of +13% for Enfitas in 2019 in China and 15% in 2020, Reckitt's super-premium infant formula brand
- Designed, built and rolled out globally (in the top 10 markets worldwide) the Integrated Communications Strategy for the Infant Formula brand Enfa, Reckitt's largest global brand
- Directed a range of global creative and media agencies to devise and structure a Communications Planning Framework for all the Reckitt Health Brands
- Managed a complex matrix of internal and external, global, regional and local stakeholders in support of the planning process across multiple Reckitt brands.

Mondelez International - Singapore, 2014 to 2016

Global Media Innovation and Communications Planning Director

World's largest snacking company, owner of such iconic brands as Oreo, Cadbury, Toblerone, Milka, Halls and Trident with global revenues of US\$33bn

Key Achievements

- Transformed a global US\$1.28B media budget from 5% to 32% digital spend in 24 months
- Delivered Communications Planning into 15 markets in APAC, Europe and LATAM for Mondelez's in-house planning solution, and managed the rollout and implementation across all brands and category teams worldwide over 24 months
- APAC Media lead managing operations for Mondelez brands through its media partners
- Created and managed the 'Playbook' for Facebook, Google and Twitter. Helped devise the Global Joint Business Partnership agreements for these same platforms
- In person, hands on, solution provider in the UK, Spain, France, Germany, USA (LA, Chicago, SF, Atlanta & NYC), Singapore, Australia, China, Japan, Malaysia, Thailand, Taiwan, Myanmar, Vietnam, Hong Kong, Indonesia, Brazil, Argentina, South Africa, UAE, and Russia

Mindshare – Chicago, 2012 to 2014

Managing Director, Global Media for the BP Global Account (based in Chicago)

Global media agency within GroupM

Strategic Clients: BP Corporate, BP Fuels and Castrol Lubricants

Key Achievements

- Created and ran global digital communications strategy in the US, EMEA and APAC – for BP Corporate, BP Fuels and Castrol Lubricants
- Managed 20 media experts in Chicago and London to deliver Global communications strategy to our clients on time, on budget, and exceeding expectations. Won several industry awards for this work
- Delivered multiple media innovation projects in the US and UK related to BPs investments in the Winter and Summer Olympics, as well as crisis management in Social Media following the DeepWater Horizon event in the Gulf of Mexico

Neo@Ogilvy, Ogilvy & Mather Group - Singapore, 2010 to 2012

APAC Regional Strategy Director - Singapore Office General Manager

Global media agency within OgilvyOne and Ogilvy Worldwide

- Staff responsible for: 16 in Singapore.
- Key clients included: Responsible Clients: Amex, SAP, Coca Cola, Kodak, CIMB, IHG, CIMB, Intel, Danone, The Economist, Estee Lauder. AEGON Insurance, Nestle, IBM, Cisco, Prudential

Key Achievements

- Senior Regional Account Management and client service on SAP, Kodak, CIMB, AEGON and Prudential
- Ran multiple innovations projects and launched Neo's first trading desk initiative in Singapore for its ASEAN clients
- Lead a busy Singapore team and its P&L for Neo@Ogilvy for three consecutive years

IPG Mediabrands – Bangkok and Los Angeles, 2007 to 2010

Regional Digital Strategy Director for Asia Pacific (based in Thailand)

Global media agency (part of the IPG Mediabrands)

- Staff responsible for: 50 (in APAC)
- Strategic clients: Microsoft, MasterCard, Coca Cola, Johnson & Johnson (All APAC) Haier (China), Sampoerna/Phillip Morris (Indonesia), Unilever (Taiwan), Hyundai/Kia (Australia and USA), Best Weston (USA)

Key Achievements

- Engineered digital capabilities and training for our staff and clients worldwide

- Originated content for these sessions. Principal Course Director and Facilitator

Outrider/MEC Interaction – London and Manchester, 2000 to 2007

Head of Outrider Manchester/MEC Interaction Manchester (territories included: the UK, Sweden, Spain and Gibraltar)

Global digital marketing agency at GroupM

- For 7 years, from the inception of the internet as a commercial platform, created, innovated and grew this unique and evolving media opportunity
- Staff responsible for: 8
- Responsible Clients: Freedom Finance, The North Face, Maserati, Berghaus, Bank of Scotland Corporate Banking, AstraZeneca, PZCussons, Marks & Spencer Financial Services, Haribo, KLM

Key Achievements

- Launched a regional satellite office in Manchester for a global digital marketing agency, developing a brand new client set
- Reported healthy profits in the first and second years, and then created revenues in excess of US\$4million by 2007 through a staff of only 8

Early Career Roles

From JWT's Media department to Carat Aegis and then Universal McCann, worked for many years as a media planner/buyer in traditional media, based in Manchester and then London. Ran National UK campaigns for Specsavers, GSK, Esso, News International, Candy, Swatch Group and Nissan Motors. Planning, buying, managing and reporting for Commercial TV, National Press, Out of Home, Radio and Cinema.

Education

- Plymouth University (UK): BSc (Hons) Degree in Geographical Sciences
- St. Ambrose College, Christian Brothers Catholic Grammar School (UK)

Personal details

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Nationality: British Citizen, UK	Date of Birth: 17th February 1968
Residency: Singapore Permanent Resident (SGPR)	Interests: Hockey, Golf, Hiking, Football and PADI Rescue Diver

References

Benoit Wiesser, Chief Strategy Officer, Asia at Ogilvy

Pete brings to the digital media landscape something it sorely needs - a grown-up cross-platform perspective rooted in hands-on practice and leadership across both 'conventional' and digital media. Ever-enthusiastic, Pete is a great counsel in navigating this ever-changing space, and his combination of business-savvy and creativity make him a pleasure to partner with too.

Steve Blakeman, Founder & CEO at Influenza / Author / 4x LinkedIn Top Voice

I have worked with Pete on three separate occasions, for various organisations over the past 20 years and have genuinely enjoyed the experience each time. Pete has a multi-disciplined background, starting out as a traditional media planner / buyer before moving into digital at its inception. A smart move on his behalf. He has continued to flourish in this environment through a blend of knowledge, talent and determination. Not only does he possess these skills but he also has boundless enthusiasm which is truly infectious and as such he is a great guy to have on your team.

Adrian Watkins, Growth & Marketing Director, Digital Turbine

Experienced and results driven, Pete has worked across all aspects of media for some of the biggest brands and agencies in the world and in many different countries. His amazing experience shines through, especially when leveraging world class marketing strategy alongside an in-depth understanding of the media ecosystem to deliver exceptional results.

I was fortunate enough to work closely with Pete during his current time at Reckitt Benckiser. One of the most memorable aspects of this was watching him lead a 2 day integrated comms planning session, in person, where he demonstrated the rare skill of being able to make complex things simple, find the right path and bring more than 60 delegates along with him all totally engaged. There was great structure, much creativity and finally actionable outputs everyone could follow and embrace.

Pete is incredibly connected globally, and as one of the nicest men in media, is always happy to help others. As your CMO, you can relax in the knowledge that both your business and personnel will level up under his stewardship. I really hope to work with him again in the future.