



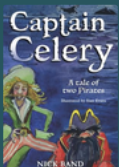
Interim director of brand communications

A proponent of

Sideways thinking

Disturbing conventional wisdom and challenging assumptions, sometimes doing the opposite of everyone else

Books



07860 193303



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nickband.com

Nick Band

Interim Proposition

An Interim Brand Communications Director with over 25 years' senior brand marketing experience, including the set up and development of three successful PR and brand marketing businesses working across a diverse range of clients from start-ups to multi-national corporations including Springer Nature, BT, Barclays and First Direct.

An unconventional thinker skilled at devising alternative strategies for sustainable business growth, he helps bring brands alive with new thinking and creative execution.

Key Skills

A creative and commercial brand leader with an engaging collaborative approach at Board and all stakeholder levels internal and external.

A left-field thinker and eternal optimist, combining clear strategic creative thinking with a challenging innovative approach to brand marketing of 'sideways thinking'.

- Strategic Communications
- Brand Messaging
- Creative Development
- Idea Creation
- Strategic Communications
- Digital Brand Development
- Brand Positioning
- Strategic Thinking
- Creative Innovation
- Brand Vision
- Creative Strategy Development
- Multi-Channel Communication

Key achievements

Band & Brown Communications:

Founded, managed and turned a two-person start-up into a £7m business with multiple subsidiaries, arguable one of the best agencies of the 1990s and early 2000s.

Springer Nature:

Provided strategic and creative communications advice and tactical execution for this \$2 billion scientific publisher.

Five Zero Communications:

Provided fractional interim advice, leadership and corporate development for this new PR start-up agency.

Testimonials



Nick was such a mercurial CEO of the agency. A decent chap and a highly imaginative, creative marketeer, whose experience and business acumen in starting and growing famous agencies speaks for itself. A giant in the industry. *Jono Marcus – VP & Global Head of Technology, Ofi Ltd*

Nick has a twinkle in the eye which makes working with him an absolute pleasure. He never forgets the importance of good humour even when in the eye of the storm and his resilience is second to none. *Anita Patel, Springer Nature, Programme Director*

Nick's contribution was not just creative and strategic but also he became an integral part of our small team. It was great working with him. *Fiona Coleman, QStory*

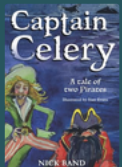


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Agency posts

Jan 2012- Present

Berlin

Founder

Founded and runs strategic communications collective offering interim services to start-ups and mature businesses. Berlin is designed to help companies articulate their stories in a way which engages stakeholders and builds tangible brand and monetary value.

INTERIM ASSIGNMENTS:

Springer Nature – Interim Brand Communications Director

- Devised and implemented an internal communications programme to educate editors on the new article processing system. This involved creating a new name and identity plus an extensive how to guide.

Safe Hands – Interim Director of communications

- Created and implemented a content strategy for this funeral plan provider. I flipped traditional thinking by celebrating life rather than mourning death.

Teachers to your Home – Interim Communications Director

- Elevated the language of this tutoring business from mundane edu-speak to a witty and thought provoking commentary on education issues.

Johnny Sandelson – Interim Communications Director

- Managed all communications in the £500M acquisition of Queensway, the development of Jericho Wharf, GuestInvest and Carlyon Bay in Cornwall.

OTHER INTERIM CLIENTS:

- QStory – messaging for this Call Centre software business
- The London Block Exchange – helping a cryptocurrency exchange with launch communications
- The British Art Fair – advising new owners on marketing and PR
- Bloody Bay – launching sale of Caribbean island for bitcoin
- Atoma Technologies – rebranding and project-managing new marketing campaign
- Siahaf – representing the Brunei-backed property developer with flagship acquisitions
- Accelerus – full service marketing consultancy for turnaround and growth specialists.
- Compound Real Estate – messaging, brand and communications

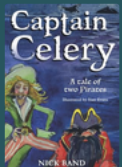


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2015-2020

FIVE ZERO

Co- Founder/Chairman

Set up and launched specialist tech PR agency, providing leadership support to management team and helping with business development.

1991- 2011

BAND & BROWN COMMUNICATIONS

Founder/CEO

Founded and led the Band & Brown Group which was arguably one of the best PR agencies of its time.

- Grew from two-person start-up to 90-person agency with £7million revenue
- Multi award-winning
- Clients included First Direct, BT, Mars, Cisco, Logica, Haribo and HM Government
- Pioneered digital PR in the 1990's
- Set up subsidiaries
- Set up offices in USA
- Sold the business to Cossette, leaving the agency in 2010.

LIFE OUTSIDE WORK

- Children's author
- Assistant Lock Keeper, River Thames
- Classic car enthusiast