

Associate Consultant



Capabilities

Business transformation
Customer experience
Design thinking
Data-driven decisioning
Data visualisation
Value optimisation
Business casing
Programme management

Sectors

Financial Services
Mobile Telco
Digital TV, Broadband
Travel
Data Agency
FinTech
MarTech

Overview

Jeremy helps businesses make sense of data and implement the right capabilities to build better customer relationships for long-term competitive advantage. His skills and experiences include transforming, troubleshooting and leading customer value management, CRM and digital capabilities for small-, mid- and large-scale commercial organisations.

He's been described by his clients and colleagues as innovative, industrious and a consummate professional, even under pressure. He enjoys generating and implementing commercially relevant ideas to solve strategic and operational challenges, and looks for opportunities to develop new ways to improve customer engagement and value.

He previously had P&L accountability for Santander UK's 25m customer base management function across digital and human channels, directing the bank's most significant and successful initiative to date to transform customer understanding and build more effective customer relationships. He has also been operationally responsible for driving efficiencies in Virgin Media's combined cable and mobile customer base, and created a new consulting unit for Experian with responsibility for designing innovative optimised marketing capabilities for top-tier organisations such as Vodafone, Barclays and UniCredit.

Engagements & achievements

- CVM capability transformation
- Enterprise-scale programme direction
- Base management framework definition
- Customer lifecycle and journey design
- Cross-sell, up-sell and retention value optimisation
- Business case development for transformation
- Use-case design for customer management
- Strategic transformation roadmap definition
- CRM front-end tool UX design and embedding
- Senior team recruitment and management

Brand examples

