**PANOS VATSIS**

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**SVP GLOBAL HEAD: BRAND // AGENCY LEADERSHIP// DIGITAL & SOCIAL**

Award-winning leader offering 15+ years of high visibility experience running large global advertising accounts and brands for startups through Fortune 500s. Recognized as a brand strategist who creates architectures and executions that lead into powerful and meaningful brand stories. Possesses deep digital and social experience derived from running globally integrated campaigns. Known as a servant leader who connects and leads globally dispersed teams to peak performance. Bilingual in English and Spanish.

**AREAS OF EXPERTISE**

Strategic Planning // Brand Management // Integrated Marketing Campaigns // Go-To-Market Campaigns

Brand Architecture // CRM & Loyalty Programs // Performance Campaigns // E-Commerce // Mobile Apps

Content Strategies // Creative Team Leadership // Program Management // Creative Innovations

**NOTABLE HIGHLIGHTS**

*Client-Side:*

* Improved consumer experiences, slashed CAQ, and boosted conversion rates for Uber’s Grocery Vertical: Cornershop.
* Positioned Alurx for immediate market relevance, driving the entire brand identity from concept to e-commerce launch.

*Agency-Side:*

* Increased McCann revenue by +24% by completely revamping MasterCard’s brand architecture.
* Doubled revenue in 3 years for McCann WorldGroup Greece and received multiple prestigious awards.
* Founded a leading database marketing and digital agency in Greece, WUNDERMAN, achieving 20% YOY growth with large-scale advertising solutions for the likes of P&G, Unilever, Ford, Citibank, etc.

**PROFESSIONAL EXPERIENCE**

**UBER** **Grocery Vertical** - **GLOBAL HEAD BRAND & COMMS** //Miami, FL // 2020-2022

Led significant improvements across the customer journey through the end-to-end management of this brand and its global execution. Owned all agency relationships from PR to social media, content, influencers, and creative. Held direct oversight of a team of 50.

* Facilitated precision messaging across multiple touchpoints by driving the development of brand architecture, brand funnel messaging, performance campaigns, research, CRM, content, and social.
* Created a high-impact organic strategy for blogs, SEO, and social that seamlessly aligned with brand architecture. Cooperated with Uber brand team to create an overarching Uber Brand ladder for Latam, incorporating Rides, Eats and Grocery into a unified positioning.
* Significantly decreased CAQ and elevated existing conversion rates by restructuring all communication strategies on performance and CRM.

**ALURX Wellness** - **HEAD OF MARKETING & FOUNDING TEAM MEMBER** //San Francisco, CA // 2020

Laid the groundwork for market relevance and world-class service delivery by building the entire brand identity from initial concepting to product development and e-commerce launch within 6 months.

* Fueled business development by infusing the brand identity into product packaging, user experience, and web design.
* Coordinated all marketing activations, including PR, Social, Influencer & Affiliate Strategy, CRM, Media, and Performance.

**ANCESTRY.COM -**  **BRAND & CRM STRATEGIST** //San Francisco, CA & London, UK // 2018-2019

Positioned Ancestry for sustainable penetration into the global market by transforming insights into full-fledged brand strategies via customized qualitative market research activities.

* Produced a 9% increase in open rates and subscriptions by forging new brand positioning and communication architecture while redesigning the existing CRM customer journey and messaging.
* Expanded Ancestry’s reach in the AMER and EMEA regions by leading customized agency pitches and briefings in 3 crucial international markets (UK, Germany, Canada).

**McCANN EMEA SVP GLOBAL BRANDS** // London, UK // 2013-2016

Oversaw all European MasterCard advertising across 22 markets and other channels, leading all agency partners (media, sponsorships, and social) and maintaining end-to-end brand governance. Managerd and coached a team of 80 cross-functional members.

* Achieved a +24% revenue jump through the development of global and regional campaigns, championing brand architecture redesign and integrated campaigns alongside web and mobile applications.
* Sustained critical partnerships activations with UEFA, Brit Awards, and Adidas e-commerce while overseeing all associated engagements with agency partners and handling the media, social, CRM, and experiential deliverables.
* Managed highly complex stakeholder structures and coordinated the operations of 4 regional operational hubs in the EMEA region.
* Elevated creative delivery as the manager of the European creative hub responsible for developing Global and European scale campaigns while training over 90 staff members across 22 markets.

**MANAGING DIRECTOR** //McCann WorldGroup // Athens // 2010-2013

Transformed offerings as the MD for a group of agencies (McCann, MRM, Momentum, and Weber Shandwick) servicing Fortune 500 global clients such as Coke, L’Oreal, Nestle, GM, and Shell. Built and nurtured a creative team of 85.

* Positioned the agency for growth within the first 6 months and reversed a negative climate survey by conducting a complete culture turnaround.
* Achieved a +100% revenue growth in 3 years and elevated the agency ranking in the Greek market by 9 places, from #11 to #2, which ignited profitability after 8 consecutive years of losses.

**EARLIER ROLES**

Diageo // MARKETING DIRECTOR // Athens, Greece

PepsiCo // MARKETING MANAGER // Athens, Greece

Procter & Gamble // BRAND MANAGER // Athens, Greece

**ENTREPRENEURIAL WORK**

Wunderman // FOUNDER & MANAGING DIRECTOR // Athens, Greece

Founded this first-ever, industry-leading database marketing and digital agency specializing in CRM and loyalty programs for clients in retail and FMCG (Vodafone, Carrefour, Ford, Citibank, P&G, Unilever), B-T-B, and tourism (Region of Attica, Region of Crete, TUI). Coached and mentored a cross-functional staff of 120.

* Built bespoke CX solutions for clients spanning personalization, contact centers, coupon/promo tracking, lifecycle management, ROI, analytics, and more.
* Continually innovated the agency offerings to align with evolving tech (SMS, digital, social, etc.).
* Produced the largest national consumer database, covering 50% of national households.
* Delivered +20% YOY growth and successfully took the company through an earnout with WPP.

**EDUCATION**

Masters of Business Administration (MBA), Marketing // Indiana University – Kelley School of Business

Bachelor’s Degree – Business Administration // Athens University of Economics and Business

**AWARDS**

Multiple Midas Awards for MasterCard work – 2013-2016

Best Creative Agency of the Year Award (McCann WorldGroup) – 2014

EFFIE Agency of the Year Award (McCann WorldGroup) – 2013