

PANOS PAPADOPOULOS

INTERNATIONAL STRATEGIST

A BIT ABOUT ME

I'm an experienced, award-winning strategist working internationally for the past 22 years.

I have been managing, mentoring and gelling promising planners into winning teams for more than 15 years and loving every moment of it. I have a proven track record delivering bold and successful omnichannel strategic thinking across FMCG, automotive, airlines, retail, financial services/fintech, fashion, leisure, energy, telecommunications - and the list goes on. I'm always on the lookout for original consumer insights that I derive from trends, data big & small, rigorous models, social media auditing, strolls around the city and chats with people wiser than myself. I love strategizing with others - creatives, account handlers, technologists- as I do believe that brilliant strategy is rarely the product of a single mind and more often the result of great teamwork.

Why my love for this job never wanes?

Short answer: continuous success.

Long, chatty answer: winning new business pitches and awards and giving cliff-hanging presentations that convince clients to stir their brands in a better direction that will help skyrocket their market shares.

EDUCATION

Columbia University,
MPhil in Political Science

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MA in Political Science

Institut d'Etudes Politiques de Paris,
Diplome des Sciences Politiques et Sociales

University of Sussex,
BA (Hons)
International Relations

MY CAREER SO FAR

03/2021 - NOW

Freelance International Strategist

I work with ad agencies, marketing departments and start-ups all over the world on new business pitches, brand building projects, social media planning, campaign planning, creative workshops and on laying down the strategic foundations behind the long-term planning of ambitious brands.

Brands: Toyota, Lexus, Honda, Volvo, Vodafone, Zain, and other local and global brands

- Won numerous new business pitches
- Creative strategy, omnichannel campaign planning, rebranding/repositioning, SOM planning
- Design, direct and moderate workshops on brand building, creative briefing, strategy training, SOM planning, brand advocacy, new business pitching

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MY CAREER SO FAR

12/2019 - 03/2021

Head of Strategic Planning, Wunderman Thompson, Doha

Chief strategist for WT in Qatar during a difficult time. Amidst sharp budget cuts due to the pandemic, we won numerous new business pitches that helped keep the agency afloat. At the same time, we cemented our relationship with major clients through our proactive/far-reaching strategies that helped their brands adapt and evolve in a somber landscape.

Brands: Vodafone, QNB, Al Jazeera, Place Vendome, Alfardan group, Mshereib properties, Qetaifan

- Designed and laid out omnichannel strategies for all clients
- Won Vodafone, Al Jazeera, Qetaifan and Place Vendome new business pitches amidst the COVID19 pandemic, thus keeping the agency afloat
- Responsible for the creative strategy for all clients (including creative briefing, multichannel/SOM/digital planning, customer journeys, qual/quant research)
- Presentations and frequent client-facing
- Trained junior colleagues on the latest planning techniques & the latest network planning tools
- Workshops (online & offline) on rebranding, brand positioning, new business pitching, creative briefing, and on how to derive insights from trends

01/2018 - 11/2019

Freelance Strategist

I worked internationally on all types of strategic projects, from new business pitches to campaign planning, social media planning, and omnichannel campaigns among others. In addition, I developed proprietary planning tools based on neuroscience/neurobiology.

Brands: Mastercard, Toyota, Vodafone, Ford, Audi, Deutsche Telekom & various local brands all over the world

- Creative strategy, omnichannel campaign planning, rebranding/repositioning, and SOM planning for various local and international brands in Europe, the Middle East and Asia
- Designed, organized and moderated workshops on creative strategy, creative briefing, training of junior planners, SOM planning, brand advocacy, new business pitching, brand building

07/2015 - 12/2017

Head of Strategic Planning, Publicis One, Athens

Chief strategist at the forefront of the agency's repositioning/rebranding following the global Publicis One model. We won a record number of new business pitches and transformed Publicis into a cutting-edge digital/experiential agency.

Brands: VISA, FIAT, Heineken, Nestlé (Nescafé, Maggi, Boss, Nirvana & Nestlé waters), P&G (Always), Samsung, LG, Zewa, Axa Insurance

- Omnichannel/digital campaigns for VISA, Heineken, Nescafé, Maggi, Boss, Nirvana & Nestlé waters, Samsung, LG, Always
- SOM/digital/experiential campaigns for BOSS ice cream, Anytime Online Insurance, Samsung, LG
- Presentations and frequent client-facing
- Workshops on new business pitching, creative briefing, and how to derive insights from trends
- Led the agency's transformation following the Publicis One global model

MY CAREER SO FAR

09/2013-06/2015

Head of Strategic Planning, Ogilvy, Athens

Chief strategist heading a team of 6 senior and junior planners. I collaborated closely with other local strategists in the south of Europe toward building a strong regional team that worked with the latest Ogilvy planning tools.

Brands: Cosmote (Deutsche Telekom), IKEA, Kraft, Mondelez, Ford

- Built the strategic framework for integrated campaigns for Cosmote, IKEA, Kraft, Mondelez and Ford
- Trained the agency planners on the use of Ogilvy's "Fusion" planning tools
- Organized and directed seminars on creative strategy and digital planning
- Won several business pitches
- Won "Agency of the Year" award in Greece

10/2012-09/2013

Global Planning Director, Ogilvy, Düsseldorf

Global head planner for Philips Lighting. Forged a tight-knit planning team around the world, building consensus between key markets and involving strategists from around the world in key projects, including brand building workshops, global integrated campaigns and global product launches.

Brands: Philips Lighting, Ford, Lenovo

- Worked closely with the client's global marketing teams in Amsterdam and Eindhoven
- Through-the-line planning for high profile German clients
- Organized and directed client-agency seminars on creative briefing and brand building, digital & SOM planning
- Won numerous new business pitches

01/2010-08/2012

Regional Planning Director, JWT/Team Cosmo, Düsseldorf

European head planner for Mazda. Worked closely with the European Mazda HQ in Leverkusen and the Global Mazda HQ in Hiroshima. Laid the strategic framework for the repositioning of Mazda and spearheaded the upsurge in market share of Mazda Europe.

Brands: Mazda

- Worked in tandem with strategists in JWT agencies all over the world to implement Mazda's repositioning
- Mazda repositioning campaign won a TED award & numerous creative awards and reversed the decline of the company's market share in Europe
- Laid down the building blocks of the brand's digitalization

02/2008-12/2009

Senior Strategic Planner, Ogilvy, Jeddah

Responsible for the omnichannel strategy for all major Ogilvy brands in Saudi Arabia.

Brands: Volvo, Dove, Lipton, Chili's, Krispy Kreme, Lucky Strike, Dunhill, Bupa & various local clients (Indomie instant noodles, & Al Khayala, NAS Air, Net Jet airlines)

- Laid the strategic framework for the repositioning of Indomie, resulting in the brand becoming market leader in KSA
- Volvo campaign on their trailblazing 3-point seatbelt won numerous creative awards
- Worked in tandem with strategists from Jeddah, Riyadh and Dubai
- Won numerous local and regional new businesses

MY CAREER SO FAR

03/2005-01/2008

Regional Strategic Planner, Leo Burnett, Rome

Responsible for the European omnichannel strategy for Infasil and Noxzema. Worked closely with the P&G HQ in Geneva. In parallel, I was chief planner in Italy for PMI, leading the strategy for Marlboro, branching out into experiential/guerilla communication and reversing the decline of PMI's leading brand.

Brands: Philip Morris (Marlboro, Diana, L&M), P&G (Infasil, Noxzema)

- Worked closely with the Leo Burnett/Philip Morris HQ in Frankfurt in the preparation of creative strategy for dark markets
- Helped raise the market share of Marlboro immediately after the ad-ban for tobacco companies in Italy
- Organized training seminars with Philip Morris on unconventional/guerrilla communication

One small step for a man, one giant leap for a planner. Where it all started:

01/2004-02/2005

Strategic Planner, JWT, Athens

Brands: Vodafone, Unilever (Lipton), Pepsi, Daihatsu, Reckitt Benckiser (Dettol, Harpic, Cillit Bang, Veet), Delhaize AB supermarkets, Nova cable TV

06/2002-01/2004

Junior Strategic Planner, Saatchi & Saatchi, Athens

Brands: Olympic Games 2004, Nestlé (cereal), P&G (Head & Shoulders, Pampers)

SOME OF MY BEST BITS

- High success percentage in new business pitches
- Repositioned Mazda and helped increase their European Market Share by 2,1%
- Helped Ogilvy Germany win "Agency of the Year"
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- Authored a planning toolkit based on Neurobiology
- Cannes' lions, D&ADs, Effies and numerous other major awards

AREAS OF EXPERTISE

Brand Planning
Creative strategy
Integrated Planning
Ideation
Original insights
SOM/Digital planning Brand Architecture
Trendwatching
Brand Building Workshops
Strategy Training seminars

LANGUAGES

English (Fluent)
Greek (Fluent)
Italian (Excellent)
French (Excellent)
Spanish (Intermediate)
German (Beginner)

WHEN I' M NOT WORKING

I read three books at the same time, I watch a movie per day, I walk at least 8 km after work, I play the harmonica, I learn new languages, and I get up to speed with the latest survival horror games on PC/PS.

I'm also a dog trainer, I take care of my two cats and I practice Krav Maga.

Lest I forget: I visit Rome once a month for a much-needed shot of beauty and inspiration.

IN CASE YOU WANT TO BROWSE THROUGH MY WORK

<https://papadopoulospanos.journoportfolio.com>