

**PRAVEEN VAIDYANATHAN**

**GLOBAL BRAND STRATEGY DIRECTOR**

12 years' advertising experience across North America, Europe, Asia, Australia and Scandinavia

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**Independent Brand Strategy Director, Sydney**

Jul 2020—Present

Developing brand and communication strategies for ad agencies, brands, founders, startups, creative directors, etc.

**Agencies** Saatchi, Publicis, Special, Thinkerbell, Paper Moose, Dimassimo Goldstein, Mash, Wolfgang Project, etc.

**Brands** Breitling, Netflix, Bonds, Levi's, Sony Music, Shopify, LG, TradeStation US, Future Super, FundLater, Subtle Bodies Los Angeles, Essence Germany, Marina Bay Singapore, Arney Fender Architects London, Greystar, Felix, Crush Denmark, Chery Cars, Jimmy Brings, Oaks Hotels, My Muscle Chef, Qantas, Woolworths, NSW Govt., etc.

**VP, Strategy Director, Saatchi & Saatchi, New York**

Jul 2022—May 2023

Developing brand and advertising campaign strategies for clients, and building long-term brand growth

**Brands** Campbell's snacks USA portfolio

**Highlights**

/ Developing brand positionings for the likes of Goldfish, Snyder's of Hanover, Kettle Chips, Pepperidge Farm, etc.

/ Developing the strategic fundamentals to inspire better brief writing and objective setting at Campbell's snacks US

**Strategy Director, VICE / VIRTUE Scandinavia, Copenhagen**

Apr 2018—May 2020

/ Developing brand and campaign strategies for European / international clients; managing a team of strategists

/ Driving strategic thinking and support for global VICE / VIRTUE offices, and drawing outputs from global teams

**Brands** Pandora, Gainomax, Pernod Ricard, etc.

**Highlights**

/ Developing the brand purpose and global repositioning of Pandora, the world's biggest-selling jewellery brand

/ Demonstrating the case for Malibu's advertising effectiveness ft. +6% in sales, +3% in volume, +10% in share, etc.

/ Developing the advertising campaign to reposition Gainomax, Sweden's original post-workout nutrition snack

/ Developing the repositioning of Copenhagen, as an alternative to European grandeur, for the Danish Tourism Board

**Strategy Director, Khanna\Reidinga, Amsterdam**

Oct 2015—Sep 2017

/ Developing brand and communication strategies for clients, derived from strategic workshops, qual/quant research

/ Developing the strategic thinking for new business pitches, while holding high-level brand discussions with clients

**Brands** Volkswagen AG, Diageo, ING Insurance, etc.

**Highlights**

/ Maintaining a strong new business pitch rate of 60%, winning Volkswagen AG, Diageo, Magnum, Landliebe, etc.

/ Developing the brand purpose and positioning of Volkswagen's MOIA, the world's first shared commuter vehicle

/ Developing the branding strategy of Volkswagen's SEDRIC, the first self-driving car of the world's largest carmaker

/ Developing the brand narrative and repositioning of TomTom, Europe's biggest navigation technology company

**Senior Planner (freelance), FCB, London**

Sep 2015—Oct 2015

Conducting on-the-ground cultural research as part of FCB's global network of correspondents

**Brands** Captology

**Highlights** Delivering qualitative research and insights on the Dutch market, focussing on health care and innovation

**Strategist, DT (now AKQA), Sydney**

Jul 2013—Oct 2014

Developing integrated communications and innovation for clients, supporting creative technologists

**Brands** Vodafone, KFC, IBM, etc.

**Highlights** Developing a proactive creative brief format, 'The Elevator Pitch,' to sell innovative ideas for clients

**Junior Planner, George Patterson Y&R, Melbourne**

Oct 2008—Apr 2011

Supporting head of strategy and planning with consumer research, creative brief-writing and pitching

**Brands** Cadbury, Cricket Australia, Australian Defence Force, etc.

**Highlights** Conducting ground research to inform strategies for Cadbury Picnic, Boost and Favourites campaigns

**Planning Placement, Grey and Publicis Mojo, Melbourne**

Jun 2007—Jul 2008

Supporting head of strategy and planning with consumer research, category analysis and cultural trends

**Brands** Garnier, L'Oréal, Simplot, etc.

**Highlights** Assisting in the preparation of 'Eye of Australia,' Australia's largest consumer report to inform strategies

**Creative Placement, Ogilvy Chennai and JWT, Bangalore**

Apr 2005—Feb 2006

Supporting creative directors and senior creatives with campaigns ideas, concepts, copy and art inputs

**Brands** Hutch/Orange, Nike, Levi's, etc.

**Highlights** Pitching creative ideas for Nike's Air Max 360, Levi's kids and Levi's underwear launch campaigns

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**Mini MBA in Marketing** — from Professor Mark Ritson, 2024

**Expressionism** — National Art School, Sydney, 2021

**Philosophy and Economics** — Harvard Summer School, Cambridge, MA, 2014

**Advanced Strategy** — AdSchool, Sydney, 2013

**Master of Commerce** — RMIT University, Melbourne, 2008

**Master of Arts, Advertising** — RMIT University, Melbourne, 2007

**Bachelor of Visual Communication** — Loyola College, University of Madras, Chennai, 2006

**Grade A** — Awarded by Professor Mark Ritson, for Mini MBA in Marketing, 2024

**Nothing is Impossible** — Saatchi & Saatchi agency performer award nominee, 2022

**Creative Circle** — Winner, Agency of the Year Scandinavia, 2020 and 2019

**Shortys** — Strategy effectiveness, branded content, Malibu, 2019

**Cannes** — World's Top 3 Agencies, 2019; Titanium, Gold, Silver for Cadbury, Australian Defence, 12, Goldfish, 2023

**Effies** — Silver for Cadbury; Bronze for Cricket Australia, 2012 and IBM, 2015

**APG** — Creative Strategy Gold for Cadbury Australia, 2012

**B&T** — GPY&R nominee, '30 Under 30' Australia, 2010

**AdNews** — Winner, Agency of the Year Australia, 2010

**IAA** — Runner-up, paper on brand transparency, 2010

**Harvard A** — Thesis in Behavioral Economics: Why Wine Prices and Ratings Don't Matter, 2014

**Harvard A** — Thesis in Philosophy: Refuting the 'Brain in a Vat' Hypothesis, 2014

**High Distinction** — Final paper, Master of Commerce, 2008

**High Distinction** — Final paper, Master of Arts, Advertising, 2007

**High Distinction** — Student Pitch Winner, George Patterson Y&R, 2007