



8:00 AM - 8:10 AM

INTRO

Intro to the fest

8:10 AM - 9:00 AM

PANEL



The changing skills of strategists

Dom Boyd *he/him*  
Managing Director  
Kantar

Nick Myers *he/him*  
Planning Partner  
OLIVER

Anna Vogt *she/her*  
CSO  
TBWA London

9:00 AM - 9:55 AM

HIT SESSION

9:00 - 9:25 AM



Toby Brown *he/him*  
Strategy Director  
eatbigfish

How we can help brands love change

HIT SESSION

9:30 - 9:55 AM



Julian Cole *he/him*  
Founder  
Planning Dirty Academy

Strategy On A Page - 3 Billboard Workout

10:00 AM - 10:45 AM

COMMUNITY

Strat Chat

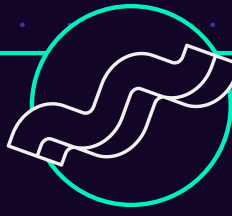
Meet and chat with fellow strats and festival goers in small breakout rooms



11:00 AM - 11:45 AM

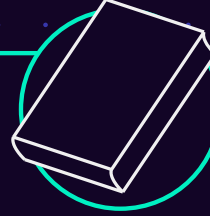
BRAIN WAVE

Lateral Thinking



LAZY BOOK CLUB

Clash! How to Thrive in a Multicultural World  
by Hazel Rose Markus



12:00 PM - 12:45 PM

OPEN YOUR MIND

Marcelo Peretti Kuhn *he/him*  
Co-founder  
The Dojo

Breathing to change your mind



1:00 PM - 1:55 PM

HIT SESSION

1:00 - 1:25 PM



Fergus O'Carroll *he/him*  
Founder & Host  
'On Strategy Showcase' podcast

Getting to Better: lessons from 60 episodes

HIT SESSION

1:30 - 1:55 PM



Sue Unerman *she/her*  
Chief Transformation Officer  
Mediacom

Why current D+I initiatives aren't working and what you can do about it

# THINK GROUP UP

3 JUNE 2021

2:00 PM -  
2:50 PM

## PANEL

**The role of  
strategy in  
agency/client  
relationships**

**Grace Gordon** *she/her*  
Global Brand Creative  
Netflix

**Sairah Ashman** *she/her*  
Global CEO  
Wolff Olins

**Rachel Mercer** *she/her*  
Chief Experience officer  
Proto

3:00 PM -  
3:55 PM

## HIT SESSION

3:00 - 3:25 PM

**Julian Douglas** *he/him*  
Vice Chairman, VCCP  
& President, IPA

**Bringing more 10x outcomes  
to strategic thinking**

## HIT SESSION

3:30 - 3:55 PM

**Grace Francis** *they/them*  
Chief Experience Officer  
Karmarama

**TBC**

4:15 PM -  
5:00 PM

## BRAIN WAVE

**Creative  
Pitching**

## LAZY BOOK CLUB

**10 Key Ideas from  
Sapiens & Homo Deus**  
by Yuval Noah Harari

5:00 PM -  
5:55 PM

## HIT SESSION

5:00 - 5:25 PM

**Simon Andrews** *he/him*  
Founder  
Addictive

**The Grammar of Media  
(The Secret Of Creative effectiveness)**

## HIT SESSION

5:30 - 5:55 PM

**Thas Naseemuddeen** *she/her*  
CEO  
Omelet

**Real Talk Lessons  
in Leadership**

6:00 PM -  
6:55 PM

## HIT SESSION

6:00 - 6:25 PM

**Ben Shaw** *he/him*  
Director of Brand and Comms  
Wheely

**How not to lose your mind  
and cheat your way to success**

## HIT SESSION

6:30 - 6:55 PM

**Nathan Young** *he/him*  
Head of Strategy  
Chicago Studio at Deloitte Digital

**Maggie Windsor Gross** *she/her*  
Head of Strategy  
Studios at Deloitte Digital

**Beyond the Brief: Providing  
Strategic Value to the C-Suite**

7:00 PM -  
8:00 PM

## COMMUNITY

### Planner Pints

Meet and chat with fellow strats and festival goers over a casual drink in small breakout rooms



# THINK GROUP UP

3 JUNE 2021

## Guests

**Dom Boyd** *he/him*  
Managing Director  
Kantar



Dom is Kantar's Managing Director of UK Insight and former Chair of industry strategy body the APG.

Prior to Kantar he was Chief Strategy Officer at Publicis Poke, where he moved after 10 years as Group Head of Strategy at adamandevDDB, Campaign's Agency of the Decade where he worked closely with Les Binet to help it win IPA Effectiveness Agency of the Year 2016 & IPA Effectiveness Grand Prix winner in 2016 & 2014.

He's a regular marketing awards judge, frequent industry writer, editor of WARC's 'Winning in the CX age' issue and winner of multiple awards including 5 x IPA Effectiveness, Cannes Lions, Clios, D&AD, Eurobest, Campaign Big, British Arrows, MOMA, Webby, Creative Circle. He's also a Marketing Academy & Start-up Executive Coach who counts DJing and bringing up two kids as a continuous work in progress.

**Nick Myers** *he/him*  
Planning Partner  
OLIVER



Bio TBC

**Anna Vogt** *she/her*  
CSO  
TBWA London



Anna stepped into TBWA\London 4 years ago to become Chief Strategy Officer, after 3 years with MullenLowe where she was promoted to Group Head of Strategy. She has pioneered the practice of pairing planners in teams and led the agency to the title of Most Effective Agency at the Effies UK for the last two years running.

Anna began her career as a WPP Fellow before joining Grey London to work on brands such as Fairy Liquid and Lucozade. She also spent time at BBH where she was Planning Director on the British Airways, Clarks and Boden accounts. Anna was a member of the German national swimming team as a teenager and just missed out on the Olympics.

**Toby Brown** *he/him*  
Strategy Director  
eatbigfish



With a background as an animator, Toby originally joined eatbigfish in 2008 as part of the creative team bringing challenger thinking to life in a new way.

After a few years on that side of the business he decided to bring his creative insight, endless curiosity and concerning need for control to a client facing role and joined the strategy team.

With over ten years' experience of Challenger thinking, Toby has helped brands and businesses from cycling apparel to cereal to cosmetics think differently about strategy (he also occasionally works in categories starting with other letters of the alphabet).

He also makes gin, as though that ship didn't sail a decade ago.

**Julian Cole** *he/him*  
Founder  
Planning Dirty Academy



"Julian Cole is the founder of the Planning Dirty Academy, a strategy training course that helps strategists slay their imposter syndrome.

He is also a strategy consultant to leading brands including Uber, Apple, Facebook, and Disney.

Previously he was Head of Comms Planning at BBDO and BBH, where his team won over 100+ creative and strategy awards."

**Marcelo Peretti Kuhn** *he/him*  
Co-founder  
The Dojo



Marcelo is the co-founder of The Dojo, a team coaching company based on a unique method called Full Body Thinking. It uses mindfulness, movement and reflection to create personal and professional growth. Most recently, The Dojo Community was launched, where former Dojo coachees have joined to practice these techniques regularly.

Before co-founding The Dojo, Marcelo had worked at Karmarama, Isobar, Sense Worldwide, Canvas8, and was Head Of Strategy & Culture at Forever Beta London.

**Fergus O'Carroll** *he/him*  
Founder & Host  
'On Strategy Showcase' podcast



Fergus is the creator and host of On Strategy Showcase, a podcast and website where strategists tell the stories behind the thinking that led to amazing work.

The show has featured some of the best brands and most highly awarded campaigns in the world. Fergus worked as an agency strategist for over 20 years in both digital and traditional agencies. He is based in Chicago.

**Sue Unerman** *she/her*  
Chief Transformation Officer  
Mediacom



Sue is Chief Transformation Officer at MediaCom. She leads Agile transformation at the agency, and spearheads the creation of the first ongoing diversity measurement tool for advertising across the industry, in front of and behind the camera.

She's also the co-author of "Belonging", a call to action to create real change in diversity and inclusion.

**Grace Gordon** *she/her*  
Global Brand Creative  
Netflix



Bio TBC



# Guests

**Sairah Ashman** *she/her*  
Global CEO  
Wolff Olins



Sairah is Global CEO of brand consultancy Wolff Olins, overseeing the business direction across offices in London, New York and San Francisco. She is passionate about working with ambitious leaders to help their businesses become great radical and category-defining brands in the world – that represent something special for the people who buy from them and the people who work for them. She helps to push creativity and challenge the work internally.

Sairah is an alumna of Harvard Business School and Goldsmiths University of London, completing a Masters in Digital Sociology. She is also an active supporter of The House of St Barnabas (working to break the cycle of homelessness) and a regular TEDx host and speaker.

**Thas Naseemuddeen** *she/her*  
CEO  
Omelet



Thas takes pride in being “the first former-figure-skating-coach-Canadian-Sri-Lankan ad agency CEO.” From training future Olympians in a mall ice rink to leading a burgeoning creating agency, Omelet (yes, like the delicious breakfast food), her path has never been linear.

A career-trained strategist, she’s strategically built and championed work with brands such as Target, Google, and Pepsi at agencies that include BBH, Deutsch and TBWA Chiat/Day. Driven by a personal mission around democratizing business for creative people - and the inverse, make creativity more accessible to business - Thas continues to push the boundaries of our industry.

**Rachel Mercer** *she/her*  
Chief Experience officer  
Proto



Bio TBC

**Ben Shaw** *he/him*  
Director of Brand and Comms  
Wheely



Ben didn’t mean to become a planner but that’s where he ended up. After joining BBH on the grad scheme he spent 12+ years with the agency working for London and LA.

He’s run teams, departments and noodled with crazy new ways of working. He was lucky enough to work on some of the biggest brands and won lots of awards with silly titles. He’s now trying out client side at a startup, Wheely, as Director of Brand & Comms and looking forward to signing off his own work.

**Julian Douglas** *he/him*  
Vice Chairman, VCCP  
& President, IPA



Julian Douglas, or Dougie as he is better known, is the Vice Chairman of the VCCP Partnership. He joined the agency in 2008, having previously worked at WCRS, BBH, TBWA, and Grey London twice.

With over 20 years experience, he has created some of the world’s most successful campaigns, both in the UK and internationally, for brands including Audi, Lynx, O2 Telefonica, Domino’s, Nationwide and Shell.

**Nathan Young** *he/him*  
Head of Strategy  
Chicago Studio at Deloitte Digital



Nathan Young is a leading creative strategist with a strong digital background and a sharp hairline. Nathan excels at leading teams of strategists to uncover insights and tell powerful stories through the practice of radical empathy.

At Deloitte Digital, Nathan serves as Head of Strategy, Chicago, where he focuses on helping clients infuse equity into their thinking, better understand diverse audiences, and find their purpose.

Over the past decade, Nathan has had the opportunity to help top brands handle tough challenges including Nike, Walmart, Salesforce, Intuit, Dell, Zillow, Microsoft, Amazon, and Booking.com. Nathan is a staunch advocate for diversity and inclusion, and the co-founder of 600 & Rising, a grassroots organization that advocates for and advances Black talent in the PR & advertising industries.

**Grace Francis** *they/them*  
Chief Experience Officer  
Karmarama



Grace Francis is the Chief Experience Officer of creative agency Karmarama and the founder of life design studio, elsewhere. Grace is interested in the role of corporations as world leaders in the age of Covid, new expectations of customer experience and how to use lessons from design in leadership.

**Simon Andrews** *he/him*  
Founder  
Addictive



Simon has been helping businesses profit from digital since 1995. He now does this in two ways. Sharing knowledge and provocative thinking through his Fix newsletters and creating impact through consulting and advisory work with starts ups and corporates.

Before focusing on consultancy Simon had the rare privilege of running both Media Agencies and Creative Agencies and has served on the Board of Full Service Agencies, Direct Marketing Agencies and Digital Agencies.

**Maggie Windsor Gross** *she/her*  
Head of Strategy  
Studios at Deloitte Digital



Maggie Windsor Gross is the Head of Strategy, Studios for Deloitte Digital. She found her way into strategy and advertising because of her love of art, storytelling, game theory, and anthropology. She began her career in media and comms planning, with a stopover in digital and social strategy, before settling into a more integrated role that includes brand, digital, and comms strategy.

Prior to joining Deloitte Digital, she led strategy for brands like Dos Equis, Samsung, Keurig, Lysol, Starbucks, truth, American Express, Coke, and Special Olympics. She helped launch the Galaxy with Samsung globally, propelling them from electronics manufacturer to beloved brand that drives consumers’ expectations with their mobile devices. Her work with American Express on Small Business Saturday reframed the incredible idea into the Shop Small movement - leading it to become a nationally recognized holiday by congress and a cultural phenomenon.spotlighted in the Smithsonian Museum.