Amadeus Redha

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SUMMARY

Brand and marketing leader with 11+ years of turning brand ideas into integrated campaigns that drive action. Led global and local campaigns across three international brands at Interbrand Group, built a global marketing function from scratch at Brandpie, and directed multi-channel campaigns influencing more than 250% new business opportunities. At my best where strategy meets delivery: briefing and managing agencies, keeping a brand consistent across markets, and reporting on what the work delivers.

EXPERIENCE

Fifth Corner – Strategic Advisor to the CEO (September 2026 – Present)

Independent brand and marketing advisor to the Founder/CEO of Fifth Corner, a career transition advisor for retiring athletes, launching in Q1 2027. Advising on end-to-end strategy from brand positioning to go-to-market and demand generation. Achieved cost savings of over £120,000 by producing the brand strategy and design in-house.

Brandpie – Head of Marketing and Strategic Brand Advisor (January 2021 – Present)

Managing integrated marketing, content, PR, events, sales enablement and brand strategy across UK, US and EU markets, while advising enterprise clients on brand positioning.

- **Commercial growth:** Delivered the firm's marketing strategy and campaigns, influencing more than £4 million in revenue.
- **Built the function from scratch:** Architected the global marketing engine, scaled the team from 1 to 4 and brought fragmented streams under one strategy, increasing internal marketing engagement by 77%.
- **Integrated campaigns:** Ran brand and demand campaigns across digital, email, social, PR and content, increasing engagement by 210%.
- **AI-enabled campaigns:** Introduced data-led, AI-enabled ABM campaigns, lead management and nurturing that increased new business opportunities by 250%.
- **Events across markets:** Led partnership events in London, Berlin, Florence, Istanbul, New York, Houston, Singapore and Oslo, increasing MQLs and SQLs by 88%.
- **Measurement:** Built executive brand tracking dashboards in HubSpot, joining up brand health and attribution data across channels so leadership could see pipeline impact; CRM adoption up 77%.
- **Brand strategy consulting:** Defined brand, vision and go-to-market frameworks for enterprise businesses in financial services, energy and professional services ($500M to $5B revenue).

HUMEN – Chief Marketing Officer (2020)

Led marketing for one of the UK's leading mental health charities during a period of rapid growth and national demand.

- **Brand strategy:** Chief architect of the 2020 marketing and brand strategy, setting the plan that on-the-ground teams delivered.
- **Community and social:** Scaled an organic social and ambassador ecosystem that drove viral engagement without heavy reliance on paid media.

Interbrand Group (Interbrand, C Space, HMKM) – Global Marketing Manager (October 2017 – January 2021)

Led global marketing programmes across three international consultancy brands, delivering global and local campaigns for a 1,000+ employee business.

- **Global and local campaigns:** Planned and delivered campaigns for three distinct brands, at global level and with local teams.
- **Storytelling from insight:** Turned behavioural research and user data for Google, Uber and IKEA into clear market narratives.
- **Thought leadership:** Led the globally recognised Best Global Brands report and the Webby-award winning Brandchannel, increasing lead engagement by 136%.

Tremr.com – Head of Marketing (February 2015 – October 2017)

Led all marketing for a fast-growing social media start-up.

- **Growth on a £0 budget:** Generated over 2M organic impressions and a 15% increase in sign-ups.
- **Team leadership:** Recruited and managed a team of 20 creative, content and community specialists to tight launch deadlines.

SKILLS

- **Global campaign leadership:** Brand idea to campaign, integrated planning, global and local roll-out
- **Brand governance:** Guidelines, market toolkits, agency and vendor governance, budget management
- **Agency, content and PR:** Briefing and creative direction, film and content production, PR and thought leadership
- **Measurement:** Brand tracking, attribution dashboards, campaign reporting to leadership (HubSpot)
- **AI-enabled marketing:** AI-enabled campaigns and workflows, marketing automation, SEO and AI search
- **Partnerships and events:** Co-marketing and integration partnerships, flagship global and local events

EDUCATION

Marketing Week mini-MBA – Brand and Marketing Strategy – Grade A

Royal Holloway, University of London – BSc (Honours) Psychology, Upper Second Class (2:1)

LANGUAGES AND AWARDS

- **Languages:** English (native) and Arabic (intermediate)
- **C Space Impact Awards (2018):** Given to the teams and individuals who created the most impact for the organisation and its clients that year
- **Major Players:** Major Marketing Team of the Year (2018)
- **Film:** Writer-director, with work recognised by BAFTA, Netflix and the BBC