

James Warren

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PROFILE

A luxury communications specialist with proven success stewarding one of the world's most celebrated brands. Proven in both Corporate Communications and Brand Management spanning global and regional roles including Europe and Asia Pacific. Demonstrates exceptional creativity in transforming brands through media and direct consumer channels. A highly respected leader who works collaboratively to deliver results.

SELECTED ACHIEVEMENTS

- Leveraged extensive media network to spearhead the transformation of media and public perception of Rolls-Royce in home market.
- More than doubled media coverage and dominated competitors in terms of share of voice. In doing so playing a major role in the modernisation of the brand. Moving positioning from heritage car company to jewel in the crown of modern British luxury.
- Creatively conceived and successfully gained board approval for three new product derivatives. Working with design, engineering, product and commercial functions to develop profitable, brand-building products
- Successfully adapted skills from Public Relation to Brand Management, delivering key launch phase for Rolls-Royce's flagship product; Phantom
- Solely delivered transformative global broadcast campaigns, leading to an explosion in brand recognition
- Delivered the first visit of a serving UK Prime Minister, turning a specialist product announcement into a national story

KEY SKILLS / COMPETENCIES

- Proven strategic communications professional across PR and marketing functions
- Demonstrates understanding of digital, social and paid media landscape
- Extensive global media network across print, broadcast, luxury and lifestyle
- Highly collaborative and respected leader, works cross functionally to deliver results
- Experienced and articulate spokesperson in broadcast and print
- Trusted to prepare and supervise board level spokespeople for international media appearances
- Creative and hands-on, working closely with agencies to deliver major brand assets
- Writer of marketing and PR copy. Develops messaging and works at board level to position products and brand
- Seasoned project manager. Deliver of complex product launches to £1million + marketing campaigns

CAREER

September 2017 to Present

Brand Manager (Marketing Communications)

Rolls-Royce Motor Cars (Part of BMW Group) www.rolls-roycemotorcars.com

- Internally headhunted to deliver pivotal launch phase of Rolls-Royce's pinnacle product Phantom within Brand Communications function
- Responsibility for development of concepts, narrative and naming for new Bespoke product launches. A major source of profitability and key component of brand strategy

- Management of portfolio of creative, digital and production agencies for £1million + campaigns
- Development of global, phased paid media strategy
- Managing campaign launch with six regional Marketing Managers to ensure fully global and cohesive adaptation of launch communications
- Working cross-functionally to deliver fully cohesive communications strategies

April 2016 to September 2017

Head of Corporate Communications, UK & Western Europe

Rolls-Royce Motor Cars

- Responsible for all public relations activities across the UK, France, Italy, Spain and Portugal, in addition to handling media relations through the cultivation of A-list UK & European journalist network.
- Report to Board of Directors and spearhead the development of the strategic communication plans aligned with Key Performance Indicators & targets, in addition to management of retained agencies.
- Control the development of innovative media assets such as press releases, CEO level speeches, and feature content/videos/photographic. Support marketing and sales with developing argumentation.
- Take ownership for major European media events, and play a key role in the generation of messaging, Q&A and content strategies across Western Europe

Key Achievements:

- Delivered a highly successful product launch campaign for the Rolls-Royce Dawn in the UK and Western Europe, including positive coverage across national newspapers, broadcast, luxury lifestyle and specialist automotive (The Times, Telegraph, Le Monde, Tele 2, BBC, The Financial Times etc).
- Achieved £20million + AVE in the UK and Western Europe for 103EX, the marque's first ever Vision Vehicle, attained brand-perception shifting coverage in national newspapers and major lifestyle outlets and broadcasters.
- Successfully managed major broadcast campaign for new product (Dawn), including negotiation with production and talent for BBC Top Gear and The Grand Tour.
- Devised and managed a suite of PR events in European summer hotspots (Porto Cervo, Côte d'Azur, Chantilly, Marbella), which yielded major lifestyle coverage across the continent (Financial Times How to Spend It, Italian GQ, ABC Spain, BBC Worldwide).
- Currently spearheading a wholesale review of the marque's messaging strategy and lexicon, on completion, this will inform all press, brand and marketing communications.

September 2016 to April 2017

Communications Manager, UK & Scandinavia

Rolls-Royce Motor Cars

- Operated as the sole manager for public relations for the brand's Home Market and Scandinavia, played a key role in the repositioning of the corporate brand.
- Handled low-cost, high impact PR activities and pioneered the engagement with digital influencers and video content producers. Held editorial ownership for the successful launch of a new lifestyle publication.

Key Achievements:

- Spearheaded a successful brand campaign that shifted perceptions from traditional heritage brand to modern luxury house, and in doing so doubling coverage in AVE and share-of-voice terms.

- Delivered the first access documentary in the marque's history with sole responsibility for management of production and negotiation with Channel 4, this drove the modernisation of the Rolls-Royce brand.
- Secured and delivered the first ever visit of a serving British Prime Minister to the Home of Rolls-Royce, which resulted in a personal note of thanks from the former Prime Minister, David Cameron.
- Elected as employee representative to the company's Works Council.
- Successfully launched and editorially steered the marque's first ever customer magazine. Success measured in highly favorable customer feedback and cost-neutrality due to popularity with advertisers.

September 2012 to September 2013

Product Press Officer

Rolls-Royce Motor Cars

- Held responsibility for the development of all media assets to support major product launches, and worked closely with the Director of Communications.
- Liaised with Marketing Communications teams to align product launch strategies, and took charge of the development of product press packs, argumentation documents, Q&As, photoshoots and video assets.
- Attended international and domestic events including Motor Shows and Media Launches. Delivered briefings to global teams on message plans to safeguard uniformity of central messages.

Key Achievements:

- Drove the most successful PR launch (Wraith) in the company's history including co-authoring the press pack, argumentation and materials, delivering an innovative teaser campaign that concluded at launch at the 2013 Geneva Motor Show and playing a major role in the execution of the International Media Launch in Vienna. The campaign yielded £70mil in AVE.
- Delivered the most successful heritage event in the marque's history, the re-creation of the 1913 Alpine Trial, an 1,800 mile rally spanning five countries in Europe.
- Successfully managed a fully-integrated launch campaign for a series of Bespoke Collection cars and worked closely with brand communications to devise messaging and generate assets including press materials, web copy, photographic and film assets.

September 2011 to September 2012

Communications Assistant (Internship) – Asia Pacific, Singapore,

Rolls-Royce Motor Cars

- Championed the development and delivery of an innovative communications strategy aimed at culturally diverse audiences across Asia. Handled creation of media assets and managed quality media events.
- Developed content including press releases, backgrounders, advertising copy, DM, 'ghosted-interviews' and senior management/C-Level speeches, media pitches, agency briefs and advertorial.

Key Achievements:

- Successfully managed a network of agencies and dealer-partners in Japan, Korea, Australia and India. Delivered the successful launch of new showrooms and regional press-drives for new products.
- Took sole responsibility for writing and regionalisation of all press releases, argumentation documents and executive speeches.

**June 2011 to September 2011:
Internal Communications Assistant
Rolls-Royce Motor Cars**

- Provided valuable support to Communications Manager in the planning and execution of key events, managed long-term projects and developed content such as press releases and backgrounders.

Key Achievements:

- Played a key role in the delivery of Goodwood Festival of Speed, and planned/executed the launch of the BMW Group at 2012 London Olympic Employee Engagement Programme.
- Managed the production of 'The Marque' the Rolls-Royce internal newspaper including the commissioning of articles, photoshoots and interviewing of subjects.

Earlier Positions (Pre University):

09/2005 to 07/2008: Senior Consultant, Icon Consultants Ltd

06/2006 to 11/2006: Consultant, RPM Solutions Ltd. (Specialist IT recruitment consultancy)

FREELANCE WORK / CONSULTING

- Developing and delivering communications training for £1billion AUM Hedge Fund
- Conceiving messaging and media strategy for Hedge Fund
- Developed launch campaign for new mega-yacht market entrant, including preparing founders for media appearances and writing marketing copy / argumentation
- Writer for lifestyle publications and luxury books
- Consulted on launch of automotive lifestyle titles

QUALIFICATIONS

BA (Hons) Journalism – Grade 2:1, Southampton Solent University (2008-2011)

GCSEs - Ten at A-C: including English Language A, English Lit B, Business Studies A, History B B, Geography B, Science (double award) CC, Maths C, IT B, RE A, St Joseph's College, Ipswich