

John Band

Strategy consultant, market analyst, business writer and line manager. Experience across a wide range of industry verticals, and proven skill at mastering new sectors and challenges.

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PROFESSIONAL EXPERIENCE

2008-10 World Market Intelligence, Director of Content, London, UK
Transformational role in charge of all editorial, graphic design, directory and database content at construction and design publishing company formed via buyouts of several magazines.

In a highly challenging market environment, built a content team in India. Cut magazine editorial costs, launched new media websites and directories, and created premium market reports and databases under the newly launched World Market Intelligence brand.

Directly responsible for 30 staff in the UK and 60 in India. Spent 10-20% of my time in India.

Also carried out other duties including devising SEO strategies, creating wireframes and specifications for software, writing marketing materials, and delivering presentations to clients.

2006-08 PricewaterhouseCoopers, Strategy Consultant, London, UK
Worked for blue-chip multinational clients on corporate strategy and due diligence projects, in the UK, US, Middle East and Africa. Covered a range of verticals including consumer goods, retail, technology and financial services.

Built strong understanding of company and financial analysis to complement my strong skills in market and consumer analysis. Presented and justified report findings directly to clients' senior management teams.

Project managed and led several due diligence projects, reporting directly to Partner, Director or Engagement Manager. Line-managed professional staff from PwC UK and international firms.

2003–06 Datamonitor plc, Senior Analyst, London, UK
Senior Analyst in Consumer Insight, focusing on how changes in consumer behaviours impact on best-practice marketing and product development strategies.

Responsible for planning and writing syndicated reports, and for specifying and delivering custom projects. Gave custom presentations to clients including Heineken and Parmalat and international industry conferences.

Interviewed and quoted in the British and international printed, broadcast and online media including the Economist, the Financial Times, the Daily Telegraph, The Times, BBC Radio 4, BBC World Service Radio and TV.

Previously Senior Analyst for Market Data, with a multinational team of 30 analysts and researchers covering the whole food, drinks and personal care retail markets across 40 countries. Also specified and delivered custom market data research.

2000-2003 Datamonitor plc, Editor / Managing Editor, Manchester, UK
Joined Datamonitor's online business news and comment team as Editor before the service launched. Devised house style for articles. Promoted to Managing Editor in under 18 months. Also wrote several news and comment articles daily

EDUCATION

1997-2000 Merton College, University of Oxford, UK
BA & MA in Philosophy, Politics & Economics (2:1)

1990-1997 Royal Grammar School, Guildford, UK
A-levels: Mathematics A, Physics A, Economics A, French B
9 GCSEs at A* and A grade

LANGUAGE SKILLS

- English (mother tongue)
- Good command of French (written and spoken)

TECHNICAL SKILLS

- SII Diploma in Interpretation of Financial Statements
- Advanced Microsoft Excel, Word, Powerpoint, Access
- HTML, ASP, PHP and SQL

(References available on request)