

ANDREW POWELL

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London Based

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Open to onsite/hybrid roles

EXECUTIVE PROFILE

Senior marketing leader with 20+ years' experience driving growth and commercial performance across financial services and financial media. Trusted partner to CEOs, boards and investors. Known for clarity, discipline and building high-performance marketing teams that leadership relies on. Operates at Head of Marketing and Marketing Director level.

COMMERCIAL SNAPSHOT

- Scaled lending and investment platforms, supporting and accelerating £100m+ lending books, £20m+ FUM and multi-million-pound revenue growth.
- Built direct, ROI-positive demand engines to UK SME decision-makers, delivering **200%+ engagement uplifts, 35%+ conversion gains and 3x organic growth**.
- Turned underperforming marketing spend into profit drivers, removing **60% of wasted budget within 90 days** and redeploying capital to channels with clear commercial return.
- Owned growth at senior leadership level, operating as a close partner to CEOs, boards and investors in high-growth, FCA-regulated environments.
- Built and led high-performance marketing teams across the UK, EMEA and APAC regions with clear accountability for pipeline quality, ROI and revenue impact.

PROFESSIONAL EXPERIENCE

Head of Marketing

SME Capital, UK | April 2022 – Present

SME Capital is an alternative lending scale-up providing bespoke long-term growth capital and acquisition finance to established UK businesses. Reports to COO; accountable to the board. Owns full marketing function including brand, digital, lead generation, origination support and media partnerships.

Key Results:

- Delivered measurable performance gains across core channels – Engagement: **+200%** (campaign-led activity); Conversion: **+35%** (deal submissions); Website traffic: **+150%** (outbound-led); Organic search: **3x growth** (to 25% of total traffic).
- Originated high-value partnerships (NACFB, FBU), generating **three £1.5M+ deals** from initial campaigns.
- Rebuilt marketing operating model, removing **60% of inefficient spend** within three months and reallocating budget to performance-led channels with clear ROI tracking.

Investment Marketing Advisor – Emerging Markets (Contract)

British International Investment (BII), UK | September 2021 – February 2022

The UK's development finance institution, supporting investment across Africa, South Asia and Southeast Asia. Advised on the corporate rebrand from CDC Group to British International Investment (BII) as part of a strategy to deepen economic, security and development ties globally.

- Defined roadmap for transition to a **digital-first marketing model across emerging markets**.
- Led key components of the digital infrastructure rollout, including:
 - **CRM selection and implementation (Microsoft Dynamics)** – delivered within six months.
 - **Technical SEO strategy** for website migration and visibility improvement.
 - **Performance reporting framework** across social, email and Google Analytics.

Co-Founder / Marketing Consultant

Seeded Digital, UK | January 2020 – February 2022

Digital marketing consultancy specialising in SEO, CRO and PPC for D2C and B2B e-commerce businesses. Co-founded and scaled an SEO-focused consultancy supporting SMEs and scale-ups, focused on search-led growth strategies for clients via Google. Built agency brand and client base from launch to established market presence.

Marketing Consultant

Investment Innovation Institute, UK | January 2020 – February 2022

FinTech, RegTech and Capital Markets publisher and events firm. Led delivery of end-to-end B2B marketing programmes across content, digital and campaign channels. Strengthened LinkedIn-led audience growth and engagement strategy. Improved search visibility and content performance through SEO optimisation.

Head of Marketing Partnerships & Growth – APAC

St. James's Place Wealth Management, Hong Kong | October 2017 – September 2019

FTSE 250 wealth management firm with international operations.

- Generated **£3.25M+ FUM** from new Portfolio Review service (40 clients in first 18 months).
- Delivered **£20M+ revenue** from Corporate Protection products over two years.
- Led partnerships and growth strategy across **APAC and Middle East markets**.

Regional Marketing Director – APACMEA (Contract)

Edelman, Hong Kong | March 2017 – October 2017

Global PR and communications agency.

- Led marketing across the **APACMEA region during a global strategic reset**.
- Managed a **£100M+ regional marketing budget**.
- Built and led a **team of 12 marketers across Asia, Africa and the Middle East**.

Regional Marketing Director – APAC

Haymarket Media Group, Hong Kong | June 2013 – December 2016

Global media company across consumer, business and specialist sectors.

- Promoted twice to Regional Marketing Director within 18 months.
- Built and scaled **Asia's first central marketing function** from zero.
- Led and developed a **team of 10 across digital, data and brand marketing**.

EARLY CAREER

Acuris Global, Regional Head of Marketing & PR – APAC, 2012–2013 | **Euromoney Institutional Investor**, Head of Marketing – Asia; Marketing Manager – UK and EMEA, 2005–2012 | **Kantar Group**, Marketing Assistant, 2003–2004

PROFESSIONAL QUALIFICATIONS

BA (Hons) Marketing, Buckinghamshire University

Chartered Institute of Marketing (CIM) and Institute of Direct Marketing (IDM) certifications.

AI & DIGITAL TECHNOLOGY CAPABILITY

Hands-on, informed adopter of AI, applying it selectively to improve speed, insight and operational efficiency across content, research, performance analysis and reporting. AI adoption is embedded into 12–24-month marketing strategies with clear governance, accountability and risk awareness. Full AI suite including ChatGPT, Copilot, Gemini, Copy.ai and Writesonic for prompt engineering, brand voice adaptation, A/B content testing and output editing. Canva AI and Figma for design. Broader toolkit: Marketo, Salesforce, HubSpot, Mailchimp, Hootsuite, Semrush, Ahrefs, Trello, Adestra, GA4, Google Tag Manager, WordPress, Wix, Slack and Adobe Suite.