Amadeus Redha

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Summary

Marketing leader and board advisor with 10+ years growing revenue and audiences across B2C and B2B businesses, from a consumer social media start-up and a national mental health charity to an athlete-facing launch. I build marketing functions, join up CRM, data and reporting so leaders can see what drives revenue, and run campaigns across brand, content, social, events and partnerships. Work has influenced more than £4M in revenue and driven a 250% increase in customer demand. Comfortable setting the strategy and doing the work.

Experience

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

Independent brand and marketing advisor to the Founder/CEO of Fifth Corner, a B2C career transition business targeting athletes, launching in Q1 2027. Advising on brand, audience and go-to-market, from positioning to demand generation. Saved over £120,000 by building the brand strategy in-house.

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

Leading integrated marketing, content, events and brand strategy across UK, US and EU markets, while advising clients on brand positioning.

Key achievements:

- **Commercial growth:** Built and ran the firm's marketing strategy, influencing more than £4 million in revenue.
- **Built the function:** Built marketing from scratch, grew the team from 1 to 4 and brought scattered activity under one strategy, increasing internal marketing engagement by 77%.
- **Data-led CRM and AI:** Introduced data-led, AI-enabled campaigns, customer data management and nurture journeys that increased customer demand by 250%.
- **Joined-up campaigns:** Ran integrated brand and demand campaigns across digital, email, social, PR and content, increasing engagement by 210%.
- **Flagship events:** Created high-profile partnership events in London, Berlin, Florence, Istanbul, New York, Houston, Singapore and Oslo, increasing customer consideration by 88%.
- **Reporting and attribution:** Built executive dashboards in HubSpot joining brand health and attribution data, so leaders could see what drove revenue. Internal CRM adoption rose by 77%.
- **Brand strategy:** Defined brand, vision and go-to-market strategies for businesses with $500M to $5B revenue.

HUMEN – Chief Marketing Officer (2020)

Led B2C marketing for one of the UK's leading mental health charities during rapid growth in national demand.

- **Strategy:** Owned the 2020 marketing and brand strategy as advisor to the CEO, setting direction for the teams delivering it.
- **Community and social:** Grew an organic social and ambassador community that drove viral engagement without relying on paid media.

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

Led global and local marketing across three international consultancy brands in a 1,000+ employee subscription business.

- **Audience insight:** Turned behavioural research and user data for Google, Uber and IKEA into clear market stories.
- **Content and editorial:** Led the Best Global Brands report and the Webby-award winning Brandchannel, increasing audience engagement by 136%.

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

Led all B2C marketing for a fast-growing social media start-up.

- **Audience growth on £0:** Led organic acquisition, generating over 2M organic impressions and a 15% increase in sign-ups with no budget.
- **Team leadership:** Recruited and managed a team of 20 creative, content and community specialists to tight launch deadlines.

Skills

- **Audience strategy and customer profiles:** Audience definition, customer journey mapping, segment positioning, market intelligence
- **Building marketing functions:** Team structure, agency and vendor management, budget management
- **CRM, data and performance:** Lifecycle and nurture journeys, attribution and reporting, web conversion, SEO and AI search
- **Content, social and community:** Integrated campaigns, editorial, organic social, ambassador communities
- **Events and live experiences:** Flagship international events, partnership events, field marketing
- **Partnerships and collaborations:** Co-marketing, strategic partnerships, community-led growth

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):** for the teams and individuals with the most impact for the organisation and its clients that year
- **Major Players' Major Marketing Team of the Year:** 2018