



ZOE SCAMAN
STRATEGY CONSULTANT

A bit about me



zoe.scaman@gmail.com
zoescaman.com
@zoescaman
Tel: 07808 526986

I'm a strategy consultant with a varied background and a broad base of experience.

My focus now is to help organisations thrive as they navigate change; creating meaningful work, building awesome teams & making a difference - all through the lens of creativity.

In 2011 I was one of 5 strategists included in the Cannes Lions Top 50 Worldwide Emerging Talent Portfolio.

I've been teaching with the APG for 4 years, where I run the 'fundamentals of business strategy' course. I'm also a guest lecturer at Kings College for the masters in marketing.

Core skills

Organisational transformation

Google (DE), Pepsico (USA), Climate Reality Project (USA), Estee Lauder / Bobbi Brown (London & New York)

Business strategy

Girl Effect (Ethiopia), Quorn (UK), GlaxoSmithKline (UK)

Innovation and future thinking

Adidas (Germany) Unilever (UK)

Brand and communications planning

Danone (Global), Unilever (UK), Adidas (Global), Coca Cola (Australia/ New Zealand & then Global), Microsoft (APAC)

Experience

Jan 2016 - Present

Senior Strategy Director, UK
Droga5,

Aug 2015 - Jan 2017

Freelance Strategy Consultant, UK
Clients: Droga5, Wolf & Wilhelmine (US), Girl Effect (Ethiopia), I Quit Sugar (AU), The Upside, IPG Mediabrands

May 2015 - July 2015

Freelance Strategy Consultant, DE
Clients: Adidas

Jan 2015 - May 2015

Freelance Strategy Consultant, US
Undercurrent

Sep 2014 - Aug 2015

Advisor, UK
Libertine

Jun 2014 - Nov 2014

Freelance Strategy Director, UK
Clients: Droga5, 18 Feet & Rising

Sep 2013 - Jun 2014

Senior Strategist, UK
London Strategy Unit

Dec 2012 - July 2013

Strategy Director, UK
Isobar

Oct 2011 - July 2012

Strategy Director, AU
Universal McCann

Jan 2010 - Oct 2011

Strategist, AU
Naked Communications

Jun 2009 - Dec 2009

Digital Strategist, AU
The Population

Jan 2008 - Jun 2009

Group Digital Manager, AU
Mediacom

Mar 2006 - Dec 2007

Search/Digital Manager, UK
BLM Quantum

Feb 2003 - Dec 2005

Account Manager, UK
Digital Clarity