




## Mark Folbigg

Senior Consultant, Project Management



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Mark Folbigg is an experienced, professional and accomplished digital delivery specialist in our Project Management team.

With over 18 years of working in agencies and Agile Scrum teams, Mark has extensive sector experience in sport, retail, insurance, travel, media, fintech, private equity, utilities and FMCGs. He has helped leading brands such as Manchester City FC, The AA, Silva International Investments, Kellogg, Garmin, Exodus Travels and Coca-Cola.

Mark has varied expertise. He has successfully delivered projects and programmes of work that include web and app design and builds, Alexa skills, digital strategy, social media campaigns, promotional marketing, mobile shopper marketing, rewards, loyalty schemes, E-CRM, direct marketing, and experiential.

He looks at the 'big picture' and the requirements of a project. Sensitive to cultural subtleties, different personalities and the unpredictability's of managing 'digital change', Mark brings together diverse stakeholders and cross-functional teams to deliver the best commercial outcomes.

Mark is a calm, analytical problem solver – never phased by challenging projects and a tight deadline. He is known to go the extra mile to drive digital change and improve the products and services he delivers.

As well as working in operations, programme management and project management roles, Mark has BA experience and is a certified Scrum Master.

Mark is a firm believer in user-centred service design, he can help you:

- Define project scope
- Create project delivery plans using methodologies to suit your needs
- Deliver full end-to-end projects using Agile, Waterfall and Hybrid methodologies
- Programme management and managing multiple concurrent projects
- Manage remote teams
- Business analysis and process improvement
- Content marketing and social media
- Campaign development and execution
- Cross-function workstream management

### Key achievements include:

- Redefining and then executing processes across the programme of work for the Manchester City account
- Doubling agency billings through a series of optimisations and new business wins
- Led the Airmodo project - creating the iOS & Android drone insurance app for GenRe in the USA
- Led the team to win the pitch to become the incumbent Tottenham Hotspur digital agency
- Implemented Africa's biggest promotional marketing campaign for Coca-Cola in Nigeria
- Delivered campaigns that won IPM, ISP and EFSP awards for campaigns with clients such as LG Electronics

*I recommend Mark highly. He is widely experienced, an analytical problem solver, very well organised and a good communicator. On top of all of that, he has a strong moral compass, is very hard working and completely unhip. Mark looked after a number of our most senior clients in a role that blended programme management, hands-on project management and relationship management. I enjoyed working with Mark a great deal.*

**Rob Oubridge, Founder, Aqueduct**



Mark Folbigg is part of a multi-disciplinary team of strategy, execution and growth experts.



## Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies



## Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.



End-to-end or specific needs. Our team is structured to provide the exact skills you need



A 'think + do' approach. With expertise, methods and networks to rapidly deliver tangible business benefits



A collaborative, pragmatic, and flexible culture. Sharing insights and expertise to bring the best to our clients