Amadeus Redha

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SUMMARY

Marketing Leader and Board Advisor with 10+ years of experience leading marketing strategy, integrated marketing, and revenue growth across scale-up, startup and subscription-based businesses. Built marketing functions, shaped market positioning, and delivered campaigns influencing more than £4M in new business opportunities and 250% more inbound demand.

EXPERIENCE

Fifth Corner – Strategic Advisor to the CEO

September 2026 – Present

Acting as an independent brand and marketing advisor to the Founder/CEO of Fifth Corner – a tech business launching in Q1 2027. Advising on end-to-end strategy ranging from brand to demand generation. Achieved cost savings of over £120,000 by producing brand strategy in-house.

Brandpie – Head of Marketing and Strategic Brand Advisor

January 2021 – Present

Managing integrated marketing, sales enablement, content, product, events and brand strategy, while acting as a strategic brand positioning advisor for clients. Building market presence in UK, US and EU markets.

Key achievements

- **Drove commercial growth:** Developed and executed the firm's marketing strategy, influencing more than £4 million in revenue.
- **Built function from scratch:** Architected the global marketing engine from the ground up, scaling the team from 1 to 4 and unifying fragmented streams under a single strategy that increased internal marketing engagement by 77%.
- **AI-enabled ABM:** Introduced data-led, AI-enabled ABM campaigns, lead management and nurturing mechanisms that increased new business opportunities by 250%.
- **Integrated marketing campaigns:** Oversaw integrated multi-channel, brand and demand campaigns across various channels: from digital, to email, to social, to PR, to content. Drove engagement by 210%.
- **Events and sales enablement:** Architected high-profile partnership events across London, Berlin, Florence, Istanbul, New York, Houston, Singapore and Oslo. Increased MQLs and SQLs by 88%.
- **Performance and reporting:** Built executive, brand tracking dashboards in CRM (HubSpot), unifying multi-channel brand health, attribution data to give leadership instant visibility into pipeline impact – increasing internal CRM adoption by 77%.
- **Brand strategy consulting:** Defined strategic brand and vision frameworks and GTM strategies for enterprise-level businesses across financial services, energy, and professional services ($500M to $5B revenue).

HUMEN – Chief Marketing Officer

2020

Led marketing for one of the UK's leading mental health charities during a period of rapid growth and national demand.

- **CEO advisory:** Chief architect of 2020 marketing and brand strategy – owned and defined strategy for on-the-ground teams to execute on.

- **Community & organic social:** Scaled an active organic social and ambassador ecosystem, creating viral user engagement and community adoption without heavy reliance on paid acquisition.

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

Led global marketing programmes across three international consultancy brands, delivering global and local campaigns for a 1000+ employee subscription-based business.

- **Tech platform and consumer insights:** Translated complex behavioural research and user data for global tech and consumer platforms (Google, Uber, IKEA), converting product capabilities into compelling market narratives.
- **Content and thought leadership:** Led major thought leadership initiatives, including the globally recognised Best Global Brands report and the Webby-award winning Brandchannel, increasing lead engagement by 136%.

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

Led all marketing activity for a rapidly growing social media startup.

- **Startup Growth & Acquisition:** Led organic user acquisition and digital strategy for a fast-paced technology platform, generating over 2M organic impressions and a 15% increase in sign-ups (on a £0 budget).
- **Team Leadership:** Recruited and managed a team of 20 creative, content, and community specialists under tight launch deadlines.

SKILLS

- **Strategic GTM & ABM Architecture:** ICP and Audience Definition, Buyer Journey Mapping, Segment-Specific Positioning, Commercial Market Intelligence
- **0-to-1 Function Building:** Architecting Global Marketing Teams, Agency and Vendor Governance, Budget Management
- **Revenue Marketing & Funnel Optimisation:** Demand Gen, Web Conversion Strategy, SEO and AI Search
- **Pipeline Acceleration & Sales Enablement:** Lifecycle marketing, High-Impact Sales Toolkits, Lead Lifecycle Governance
- **Community, Events & Field Marketing:** Organic Social, Strategic Co-Marketing & Integration Partnerships, Flagship Global/Local Events
- **Ecosystem & Strategic Partnerships:** Commercial Co-Marketing, Strategic Integration Partnerships, Category Authority Building, Community-Led Growth

EDUCATION

- Marketing Week mini-MBA – Marketing – Brand and Marketing Strategy – Grade A
- Royal Holloway, University of London – BSc (Honours) Psychology, Upper Second Class Honours (2:1)

LANGUAGES AND AWARDS

- English (native) and Arabic (intermediate)
- C Space Impact Awards (2018): a distinction given to the teams and individuals that have created the most impact for the organisation and its clients in any given year
- Major Players' Major Marketing Team of the Year (2018)