

# Simon Neate-Stidson

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Nationality: Dual British & Swiss



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## Professional summary

I'm a **senior international brand strategist** enthused with how technology is changing not just how brands communicate and build relationships, but also how they do commerce.

I believe strategy should be both driving **engaging experiences** in the short term and building **strong brand ecosystems** for the long term.

I help clients and creatives **make choices**, to develop the most **effective ideas**.

I'm passionate about the work, and I see my role as giving **clear direction and refreshing inspiration**.

My path has so far taken me to several **globally-renowned agencies**, from brand strategy and advertising to integrated and digital communication, helping to develop insightful, creative and effective work for some of the best brands in the world.

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## Latest role: Wunderman / Blast Radius

2011-2018: **Senior Strategy Director**

Head of Strategy, member of core management team for a 21-person agency within a large global network.

Brand & digital comms strategy for campaigns & platforms.

Various achievements over 7 years include many **new business wins**, **merging** our international agency with a Dutch agency, **re-branding** Blast Radius to Wunderman, and of course **the work** we have produced.

Selected key clients:

Nikon Europe (digital strategy & campaigns),

Grolsch Global (digital strategy & campaigns, website re-design),

ASICS / Onitsuka Tiger Europe (brand strategy & campaigns, website re-design),

P&G Europe / Hugo Boss & Lacoste fragrances (digital campaigns),

Leerdammer Europe (digital strategy),

Sony Pictures (global launch of 'The Equalizer' movie').

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## Freelance work

2005-2011: **Freelance Strategist/Strategy Director**

Agencies such as Wieden + Kennedy, 180 Amsterdam, Strawberry Frog, Amsterdam Worldwide, Perfect Fools, Grey, JWT Amsterdam & others.

Clients such as Nike, Heineken, ASICS/Onitsuka Tiger, P&G/Pampers, Under Armour, Panasonic, Diageo/J&B, Western Union, SIRE (Dutch Social Issues adv org.), Honda, K-Swiss, Unilever, Douwe Egberts and many others.

Mostly brand strategy, advertising and digital engagement; but also some events, POS and packaging design.

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## Pre-freelance positions

2002-04: **Senior Strategic Planner @Wieden + Kennedy Amsterdam**

(Nike Europe: Brand Strategy, 23 global brand & category-specific campaigns. TV, print, OOH, catalogs & other media)

(Sharp: Brand strategy & launch campaigns for Aquos TV's)

1999-02: **Senior Account Planner @Saatchi & Saatchi London**

(Visa Europe & Visa CEMEA: Brand strategy, pan-regional TV & print campaigns & local market activations)

1997-98: **Account Planner @TBWA London**

1995-97: Associate Director / Head of Quantitative Research @Fusion Research, London

1990-95: Senior Research Executive @MORI, London

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## Other professional activities

Industry associations, public speaking, authoring articles, awards juror:

- APG NL (Account Planning Group) co-founder & board member.

- Speaker at various APG NL events, 'E-Commerce Live!' & '24 Hours in Advertising' conferences.

- Interviews and articles in Campaign magazine, JuniorStrategy.com and others.

- Juror (2012-14) on AME Marketing Effectiveness Awards.

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## Languages

English & French (fluent)

Dutch, Spanish, German (conversational).

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## Education

B.Sc. (Hons) in European Management Science from Swansea University, UK (including 1 year at Lyon III Uni., France.)

Previous schooling in Somerset, UK and Geneva, Switzerland

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## Other interests

My 3 big passions are music, football & comedy. If I'm not working or sleeping, chances are I'm either playing football, clubbing, DJ-ing, watching football/music/comedy live or on TV, or performing stand-up comedy. But not all at once.