

Allianz  | **OMG**

OMG Team Global Capabilities Demonstration

21ST SEPTEMBER 2023



Blake Cuthbert

Global Executive Lead

Blake brings nearly 20 years' experience in marketing, combining his experience in digital, media and creative, across all categories, including for global brands; Mercedes Benz, Estee Lauder Companies, Levi's and L'Oréal. Blake's last role was Expert Partner at Bain & Co, helping them in setting up and running their marketing transformation arm. Previously Chief Digital Officer, Blake has recently returned to OMD as EMEA CEO.



Nitya Varma

Global Operations Lead

Nitya has over 18 years of experience and is currently a Managing Partner at OMD EMEA across a number of global clients. Her experience spans research insights, communications planning and strategy. She has worked in multiple markets, her Global experience spanning clients in FMCG, Finance and technology.

She has worked on clients such as Bacardi, Standard Chartered, P&G, Aviva, NatWest, Lenovo, TikTok, Unilever in both Strategy and Planning roles. Nitya's experience in working in local and global teams across varied markets enables her to ensure consistent collaboration across agency and client teams. Her team management and problem-solving abilities have allowed her to deliver successful results with client teams and agencies undergoing various forms of transformation.



Akgün Karakas

Global Business Lead

Akguen Karakas is Managing Director at OMD in Germany and has been working in the media business for over 20 years, and at OMD since 2007.

His role in the business is to run the agency team and deliver on clients' requirements. With over 20 years of experience across different global and local sectors, running client dedicated teams and leading an array of different operating models, he is accountable for overall outputs and the acceleration of clients' business.

He is passionate about simplifying the complexity of our business to deliver on clients' business growth.



Miles Pritchard

Global Data & Tech Lead

Miles has over a decade's experience working in marketing and advertising technology, with roles in both agency and technology companies. Miles joined Omnicom in 2017, leading data & technology strategy within Annalect EMEA, before moving to OMD EMEA to head data & technology transformation. He currently oversees a team of over 65 data and technology specialists, with a wide range of capabilities, including cloud architecture, data governance and visualisation, martech consultancy, audience solutions and data science. Miles has a strong digital background, leading paid search, social and programmatic teams early in his career and has led digital transformation projects for major brands including Mercedes-Benz, PepsiCo, Tourism Ireland and Burberry.



Tom Wilson

Global Omni Lead

Tom has nearly a decade of experience within the marketing industry, joining Omnicom over 7 years ago. Tom started his career in buying and investment before working in the UK as an expert planner focused on commercial value extraction. This grounding has informed subsequent roles in business intelligence, marketing science and network and product development at both regional and global levels.

Tom has worked agnostically across the Omnicom client roster to support a diverse range of brands including Barclays, McDonald's, Mercedes, Philips and PepsiCo.

Today, Tom is focused on product development to ensure our company platform, Omni, is supporting our network of marketing experts to drive growth. This includes topics such as taxonomy alignment, audience calibration, commercial framework creation, training and the development of new technologies like AI.

A core part of Tom's role within the business is to work with over 1,600 market champions to ensure our development roadmap is flexible and collaborative enough for every specialist to work effectively.



Alexander Hyndman

UK Search Lead

Alex has over a decade of experience managing and guiding clients through the world of Paid Search. In that he has worked across nearly every vertical but has always had a particular focus on high-trading clients such as Sky, Virgin Media, Intuit, and Specsavers. He joined Omnicom 6 years ago working for MGOMD, a grounding that led him to be awarded a position in coveted Top 20 Paid search practitioners in the UK at Google's 20th anniversary in 2018.

During his time at Omnicom, he has merged his passion in Paid Search with his love of data, undertaking a Data Science Apprenticeship with Multiverse, earning a distinction, and future-proofing his craft. This merging of Data Science & Paid Search played a pivotal role in helping shape proprietary OMG Search tools and proved to be a steppingstone to a 30-under-30 recognition from Campaign's Media Week in 2019.

Since 2022 he has moved onto MG's sister agency, OMD UK, expanding his repertoire to Barclays, NFU Mutual, British Gas, Mercedes, Caravan Club, among others and now leads a team of 40+ Paid Search practitioners.



Dominika Wynne

Global Digital Performance Lead

Dom has 7 years of experience within digital media buying and planning across different verticals including travel, entertainment and retail for brands such as easyJet, Qantas, Europcar, Sony Pictures, Levi's and Philips.

She joined Omnicom 5 years ago and drives best practice and efficiency across all digital media buying channels to improve performance across variety of objectives from branding through to direct response.

In her most recent role, she worked with Philips Global leading the onboarding of new paid media partners and tech, adopted redefined actionable measurement framework, informed reporting dashboard designs and set test and learn agendas for key digital partners.

In addition to driving excellence in digital media activation, she has strong experience in supporting wider digital transformation initiatives such as CDP onboarding, CRO projects and measurement.



Andrew Raymond

Global Strategy Lead

With 10+ years of media experience across Asia-Pacific and Europe, Andrew's role at OMD has been a cornerstone of the global strategy and planning team. Whilst having a background in both creative and media strategy, Andrew's current role sees him leading ESG strategy across the agency. This has seen him consulting with clients such as McDonald's, Bacardi Ltd., PepsiCo and FedEx to develop strategies and planning principles that drive business growth whilst minimising environmental impact and maximising inclusive reach across all relevant audiences.



Clare Ritchie

Global Programmatic & In-Housing
Consultant

Clare is the SVP Global Head of Programmatic at Omnicom Media Group. She has over a decade of experience supporting regional and global clients, elevating programmatic products and managing activation teams across the industry.

She is currently responsible for overseeing global programmatic advancement and prioritising the improvement of accountability and transparency in programmatic trading, throughout the supply chain. Clare is building on the foundations of compliance and automation efficiencies to develop unique partnership development opportunities.

Expanding programmatic models to be bespoke and flexible for clients to support the changing economic and programmatic landscape and associated challenges being faced.



David Thimann

German Strategy Lead

David is Strategy Director and part of the strategy community of OMG in Germany.

With over 8 years of agency experience and an additional 3+ years on the client side, David has a well-rounded background in marketing and strategy, enabling him to excel in serving a wide range of clients across diverse industries.

He has great experienced in collaborating effectively within local and global setups, both on the receiving and distributing end, driving success in the dynamic field of marketing.

A passionate digital native with the love for people, sociology and new thinking that have the power to transform how businesses will thrive in the future.