Amadeus Redha

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SUMMARY

Marketing Leader and Board Advisor with 10+ years of experience leading brand, communications and growth across charities, B2C start-ups and scale-ups. Former CMO of one of the UK's leading mental health charities, and now advising the CEO of Fifth Corner, a B2C career transition business for athletes. Built marketing functions from scratch, shaped positioning and delivered campaigns that influenced more than £4M in revenue and a 250% increase in customer demand.

EXPERIENCE

Fifth Corner – Strategic Advisor to the CEO (September 2026 – Present)

Independent brand and marketing advisor to the Founder/CEO of Fifth Corner, a B2C career transition business targeting athletes, launching in Q1 2027. The work is about helping people through a major life transition with the right support around them.

- **Audience insight and positioning:** Advising end-to-end, from customer insight and audience segmentation to brand positioning and brand management.
- **Customer acquisition:** Shaping the customer acquisition pathways and launch plan for the Q1 2027 launch.
- **Partnerships:** Developing strategic partnership and sponsorship propositions.
- **Cost savings:** Achieved cost savings of over £120,000 by producing the brand strategy in-house.

Brandpie – Head of Marketing and Strategic Brand Advisor (January 2021 – Present)

Managing integrated marketing, content, PR, events and brand strategy, while acting as a strategic brand positioning advisor for clients including the Royal Albert Hall and the NGO Artis. Building market presence in UK, US and EU markets.

- **Drove commercial growth:** Developed and executed the firm's marketing strategy, influencing more than £4 million in revenue.
- **Built function from scratch:** Architected the 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%.
- **Data-led, AI-enabled campaigns:** Introduced data-led, AI-enabled campaigns and nurture journeys that delivered a 250% increase in customer demand.
- **Integrated campaigns:** Oversaw integrated multi-channel brand campaigns across digital, email, social, PR and content. Drove engagement by 210%.
- **Events and partnerships:** Architected high-profile partnership events across London, Berlin, Florence, Istanbul, New York, Houston, Singapore and Oslo, increasing customer consideration by 88%.
- **Performance and reporting:** Built leadership dashboards in HubSpot that bring brand health and multi-channel performance into one view, increasing internal CRM adoption by 77%.
- **Brand strategy consulting:** Defined brand, vision and positioning frameworks for organisations with $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 the 2020 marketing and brand strategy, owning and defining the strategy for on-the-ground teams to execute.
- **Community and organic social:** Scaled an active B2C organic social and ambassador community, creating viral engagement and 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 brands, delivering global and local campaigns for a 1,000+ employee business.

- **Sports brand launches:** Oversaw the rollout of brand launch campaigns for sporting icons and rights holders including Juventus, K-League, FC Cincinnati and the Japanese Volleyball Association.
- **Consumer insight:** Translated behavioural research and user data for global consumer platforms (Google, Uber, IKEA) into clear market narratives.
- **Content and thought leadership:** Led major thought leadership work, including the globally recognised Best Global Brands report and the Webby-award winning Brandchannel, increasing audience engagement by 136%.

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

Led all marketing activity for a fast-growing B2C social media start-up.

- **Growth and acquisition:** Led organic user acquisition and digital strategy, 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

- **Brand and storytelling:** Brand Strategy, Positioning, Tone of Voice, Campaign Narrative, Film and Content Direction
- **Supporter and audience growth:** Audience Segmentation, Supporter Acquisition, Lifecycle Marketing, Organic Social, Ambassador Programmes
- **Communications and influence:** PR and Media Relations, Thought Leadership and Research Reports, Executive Communications
- **Partnerships and events:** Partnership and Sponsorship Propositions, Co-Marketing, Flagship Events
- **Team and function building:** 0-to-1 Function Building, Agency Management, Budget Management
- **Data and digital:** HubSpot CRM, Brand Health Dashboards, SEO and AI Search, AI-enabled Workflows

EDUCATION

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

LANGUAGES AND AWARDS

- **Languages:** English (native) and Arabic (intermediate)
- **C Space Impact Awards (2018):** given to the teams and individuals who created the most impact for the organisation and its clients that year
- **Major Players:** Major Marketing Team of the Year (2018)