



# PETE NORWOOD

## DIGITAL PLATFORM LEADERSHIP

### CONTACT



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### QUALIFICATIONS

#### BA Hons – Business

Coventry University (1999 – 2003)

#### Project Management Qualification

Association of Project Management

#### Professional Scrum Product Owner

Scrum.org

### OTHER POSITIONS

#### Vice Chair of Governors

Parkgate Primary School, Coventry  
(2008 – Present)

### EXECUTIVE SUMMARY

A Digital leader with 20 years' experience developing, operating and optimising Digital platforms. A comprehensive track record in ecommerce & web operations with expertise spanning the travel, retail, premium automotive and luxury sectors. Proven experience in driving the digital growth of iconic brands by delivering strategic execution, team leadership, CMS migration, web management & operations, analytics, SEO, performance marketing, UX and platform development.

### WORK EXPERIENCE



#### Global Digital Migration Lead - Adobe Jaguar Land Rover (JLR)

Feb 2021 – Present

Additional responsibilities added to existing role. Leading the platform migration for the Jaguar and Land Rover Global website platform on to the Adobe CMS (AEM) platform.

- Project lead – planning, structure, and execution of £18m migration project
- Responsible for commercial agreement between Adobe and JLR and business case formulation requiring Board approval
- Recruitment and leadership of project team across three external delivery partners
- Accountable for delivery of websites into market, based on commercial priority
- Delivery and integration of Adobe CMS, Adobe Target Personalisation, Adobe Analytics and Adobe Forms

#### Global Digital Manager / Lead DX Product Owner Jaguar Land Rover (JLR)

Jun 2016 - Present

Migration to Global JLR team as operational lead for core customer facing Global Jaguar and Land Rover websites across 26 Tier 1 markets. Responsible for platform strategy, end-to-end enhancement cycle, operational excellence and sector-leading UX.

- Full platform management – Strategy, Functionality, Enhancements, Infrastructure, Operational Excellence, Monitoring, Supplier Appointment & Management
- Management of Operational Execs and Platform Product Owners
- Lead Agile dev. teams (Scrum & Kanban) and continuous improvement programme
- Accountable for integration and delivery of JLR market initiatives within the platform
- Liaise with Comms and Product teams in creating best in class content experience
- Lead for Global Conversion Rate Optimisation and Personalisation programmes
- Responsible for SEO strategy, reporting and market traffic demand strategy
- Manage platform integration with Salesforce, SAP CRM, CDP and data capture forms
- Accountable for Accessibility strategy and delivery of WCAG best practice, including American Disabilities Act compliance

#### UK Digital Manager Jaguar Land Rover UK

Nov 2014 – Jun 2016

UK market lead for all JLR web properties including strategy, content, traffic and lead conversion.

- Responsible for social media strategy and content planning and approval
- Structured content planning and creation strategy encompassing SEO best practice and 'share of search' visibility
- Managing team of three Digital Marketing Executives
- Leading user experience project including persona development, user testing and full site redesign and build through SiteCore powered retailer website platform
- Co-ordinating the launch of product and model launch information in conjunction with product marketing team



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## PROFESSIONAL INTERESTS

- Agile methodology – implementation and continuous improvement
  - Digital Transformation
  - Project planning and delivery
  - Conversion Rate Optimisation
  - Cross-channel User Experience
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## PERSONAL INTERESTS

- Running – 10k & Half Marathons
- Tang Soo Do (Cho Dan Bo)
- Philosophy (Stoicism)
- US Presidential History

### Global Digital Manager Aston Martin Lagonda

Feb 2011 – Oct 2014

Global Digital Leadership role for Aston Martin for all major markets. Responsible for AstonMartin.com, Car configurator and Social media.

- Responsible for design and re-launch of AstonMartin.com on Sitefinity CMS
- Defined customer journey from content consumption through to lead generation
- Responsible for strategic movement of AstonMartin.com into an integrated Marketing / CRM platform (Microsoft AX)
- Accountable for Digital strategy, budget with bi-monthly board presentations
- Embedded clear business disciplines to drive efficiency from web generated leads
- Mgt. of global social media platforms for Aston Martin including tone of voice, app development and content sourcing
- Grew @astonmartin twitter account to 12th most followed automotive account
- Responsible for '1m & 2m Facebook Fans' celebration including agency appointment
- Co-ordinated launch of Aston Martin presence on Sina Weibo and YouKu within China

### Online Marketing Manager Topps Tiles

Feb 2010 – Feb 2011

First dedicated Digital employee for Topps Tiles. Creating first transactional ecommerce presence and champion for shift to multichannel business model.

- Responsible for the launch of the Topps web channel including strategic positioning analysis and go-to-market plan
- Managed web platform design, purchase journey and fulfillment
- Co-ordinated launch of new product range on to Topps website including enhanced data feed processing and categorisation
- Full control over on-site messaging, merchandising, promotional strategy and reporting to drive conversion
- Recruitment and management of newly created Digital team

### TUI Travel:

#### General Manager Web Sales

Jun 2009 – Dec 2009

#### Snr Online Marketing Manager

Aug 2008 – Jun 2009

#### Web Partnerships & Affiliates Manager

Oct 2003 – Aug 2008

Upward progression of roles encompassing ecommerce operations, platform optimisation, traffic generation (paid & organic) and partnerships.

### E-commerce Sales & Operations

- Responsibility for hitting sales delivery on Thomson.co.uk & FirstChoice.co.uk
- Full control over on-site messaging and merchandising including discounting strategy and channel distribution cost
- Responsible for on-site developments directly impacting sales conversion

### Web Analytics

- Implementation of TUI web analytics strategy including GA and WebTrends
- Support of online marketing campaigns (including affiliate programme) by analysing campaign profiles and customer journey

### Display Advertising

- Managed and negotiated media plans for tenancy and run of site deals.
- Briefed creative agency to provide effective display creative that supports on and offline campaigns

### Online Partnerships & Affiliates

- Treble digit year on year growth in Thomson affiliate schemes
- Negotiation & management of TUI partnership deals with AOL, eBay, Tiscali
- Management of brands on Commission Junction, TradeDoubler & Affiliate Window