

PRACTITIONER PROFILE

Alex Cootes

BA (Hons)

FORTY TWO FOLD

Structure that supports.

Empathy that empowers.

Expertise that enables.



Professional Profile

A senior digital, client services and growth leader with over 20 years' experience delivering global digital programmes, AI-enabled transformation and performance-driven customer experiences for major consumer brands. Combines deep expertise in digital strategy, experimentation, Customer Relationship Management (CRM) and multi-market platform delivery with a reputation for simplifying complexity, strengthening client relationships and driving measurable improvements in engagement, satisfaction and revenue. As a trusted partner to C-suite and senior stakeholders, Alex is known for taking end-to-end ownership of complex programmes, building high performing cross-functional teams and embedding scalable mechanisms that raise quality, accelerate delivery and unlock growth.

Core Skills

Delivers high-performing digital programmes and customer-centric transformation by combining deep expertise in global digital experience, AI-enabled growth and enterprise-level client leadership.

- **Client Leadership, Commercial Growth & Strategic Partnerships:** Builds trusted, long-term relationships with C-suite and senior stakeholders, shaping multi-market programmes and unlocking sustained revenue growth. Known for translating complex client needs into clear strategies, negotiating high-value contracts and steering global partnerships that deliver measurable commercial and customer impact.
- **Digital, AI & Performance Acceleration:** Leads organisations through digital and AI-enabled transformation, combining strategic vision with hands-on expertise in experimentation, CRM, platform delivery and performance marketing. Uses data, insight and structured testing to enhance customer journeys, increase engagement and drive continuous optimisation across web, mobile and integrated marketing ecosystems.
- **Leadership, Delivery Excellence & Scalable Operations:** Builds and develops high-performing cross-functional teams, introducing scalable ways of working that raise quality and accelerate delivery. Known for simplifying processes, strengthening operational mechanisms and instilling a culture of accountability and continuous improvement across digital, product, marketing and engineering teams.

Career Highlights

Global Digital Experience & Client Leadership

Jakala UK, Graphite Digital, Havas CX Helia

2018 – 2025

Led multi-market digital experience programmes for global brands across recruitment, healthcare, transport and consumer sectors. Known for strengthening senior stakeholder relationships, simplifying delivery models and driving measurable improvements in customer experience, engagement and revenue.

Key aspects included:

- Jakala UK: Led a 65-person cross-functional team delivering a global web platform rollout for Randstad, improving regional adoption, satisfaction and efficiency.
- Graphite Digital: Owned strategic relationships with Pfizer Global, VHI International and Novo Nordisk, delivering compliant, research-led digital platforms in highly regulated environments.
- Havas CX Helia: Deepened senior relationships with Pets at Home and Great Western Railways through data-driven CRM and customer-centric roadmap development.

AI Adoption, Digital Transformation & Scalable Operating Models

ExpandAI, Mastered, Jakala UK

2020 – current

Delivered AI-enabled transformation and digital acceleration for organisations seeking to modernise customer and employee experiences.

Key aspects included:

- ExpandAI: Designed people-first AI strategies, playbooks and training that increased productivity while ensuring responsible, compliant adoption.
- Mastered: Helped organisations build practical AI use cases, upskill teams and establish guardrails for safe innovation.
- Jakala UK: Simplified service delivery processes and embedded scalable mechanisms that improved collaboration across product, marketing, engineering and data teams.

Commercial Growth, Stakeholder Influence & Cross-Sector Digital Leadership

Sky, Brandwatch, Isobar, Bloom Worldwide, SapientNitro

2010 – 2022

Held senior commercial and client leadership roles across agencies, SaaS and enterprise environments, consistently expanding accounts and elevating customer experience across major global brands.

Key aspects included:

- Bloom Worldwide / Isobar: Led digital and social transformation programmes for Toyota Motor Europe, Lexus Europe and Toyota Insurance across 30+ markets.
- Sky / SapientNitro: Drove rapid growth in digital and social activity, delivering strategic programmes for online sales, content and customer engagement.
- Brandwatch: Strengthened SaaS commercial performance through senior account leadership, pipeline development and enterprise stakeholder management.