

speaker

Nathan Hodges

Marketing Culture, Structure and Complexity



Managing Director – Australia/NZ

Nathan Hodges has worked with over 150 of the world's most successful marketing organizations, advising on more than 250 different brands and almost 500 different products.

He has solved problems, generated ideas, re-engineered structures and processes and led change for clients as diverse as Toyota, the Ministry of Sound, Remy-Cointreau, ANZ Bank, Nestle, Suncorp, British Gas, United Biscuits, Lendlease, the UK Labour Party, the Federal Government, Telstra and Qantas.

Nathan was the first marketing director of People Telecom and has won awards for his strategic work with some of the most famous advertising agencies in the world, including BBH and DDB London.

His management approach doubled the revenue of the largest account in Australia's biggest ad agency in just 18 months. With his wife, Nathan has started several businesses from scratch over the last few years – something that has given him a real-world entrepreneur's view of how business should actually work.

As TrinityP3's Managing Director, Nathan applies his knowledge and creativity to the specific challenges of marketing culture, structure and process, roster management, team dynamics and behavioural change. He is a highly experienced facilitator and conference leader.

Topics

“Complexity theory for the marketer”

Why simple things are never quite as simple as they seem, and how marketers can lead a business through complication, complexity and chaos.

“Whole-brain thinking for marketers”

Why the whole world gets it wrong, and only you and I ever get it right. (And actually, I’m not even sure you get it right, sometimes.)

“Too many agencies, too many insights, not enough time or money”

How to stop making life hell for yourself, your brands, your agencies and your business.

“Do keep up!”

The challenge of ensuring marketing structures follow rapidly evolving marketing strategies.

“Working with procurement for marketers and agencies”

How to stop running scared of procurement departments, and instead harness their techniques to help underpin commercial success for everyone involved