

SIMON GUEST

Senior B2B Marketing & Growth Leader

Freelance & Fractional Agency Support | Growth Strategy | GTM | Client Leadership | Pitches | Demand Generation
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EXECUTIVE PROFILE

Senior B2B marketing and growth leader with 25+ years' experience across agency leadership, growth strategy, go-to-market, proposition and positioning, demand generation, integrated marketing and senior client leadership. Experienced in stepping into complex B2B client work, leading senior stakeholder relationships and translating commercial objectives into clear strategies and practical marketing programmes. Combines strategic thinking with client leadership, new business, account growth, team development and delivery. UK based and available for freelance, project, interim and fractional agency support, including UK and European client work.

SELECTED COMMERCIAL IMPACT

- Helped deliver approximately **20% year-on-year revenue growth** at BioStrata through new business, account development and client retention.
- Generated **£3m in new business and account growth over three years**, including 10+ new client wins.
- Held overall responsibility for **20 international clients across Europe and North America**, working directly with CEOs and CMOs.
- **Retained BioStrata's largest account** through significant stakeholder change, protecting a strategically important relationship.
- Helped grow Maverick from approximately **£5m to £14.5m revenue** over three years.
- Led **£10m+ UK and pan-European integrated marketing programmes** and senior client delivery for major international brands.

CORE CAPABILITIES

Agency & Client Leadership | B2B Growth Strategy | Go-to-Market Strategy | Proposition & Positioning | Demand Generation | New Business & Pitches | Account Growth & Retention | Strategic Discovery & Workshops | Integrated Marketing | Commercial Strategy | Senior Stakeholder Management | Team Leadership | Agency Operations

PROFESSIONAL EXPERIENCE

PATHFINDER MARKETING

Founder | B2B Growth & Marketing Consultant

Jul 2026 – Present

Strategic B2B growth consultancy providing direct client support and flexible senior capacity to agencies.

- Advise founders and leadership teams on **growth strategy, go-to-market, proposition, positioning and demand generation**.
- Support agencies on a **freelance and project basis** across strategy, discovery, pitches, client leadership and complex B2B client work.
- Step into **client-facing work quickly**, translating commercial objectives into clear strategic direction and practical marketing plans, including UK and European support.

BLUE TIGER MARKETING

Client Operations Director, Fixed Contract

Nov 2025 – Jul 2026

Senior leadership role spanning client delivery, agency operations, commercial performance and agency marketing.

- Introduced **management reporting and business insight** to improve commercial visibility, forecasting, planning and decision-making.
- Surfaced unprofitable work and accounts, then **renegotiated project scope and improved commercial viability**.
- Reallocated resource towards **more profitable and higher-growth clients**, improving focus on accounts with the strongest commercial potential.
- Led wider **operational improvements** across resourcing, performance management and delivery, and took responsibility for agency marketing and inbound lead generation.

PROFESSIONAL EXPERIENCE CONTINUED

BIOSTRATA

Client Services Director

May 2022 – Aug 2025

Specialist international B2B marketing agency focused on life sciences and healthcare.

- Helped deliver approximately **20% year-on-year agency revenue growth** through new business, account development and client retention.
- Generated **£3m in new business and account growth over a three-year period**, including more than 10 new client accounts.
- Held overall responsibility for **20 international clients across Europe and North America**, working directly with **CEOs and CMOs** of global life-science businesses.
- Led and retained the agency's **largest client account through significant stakeholder change**, protecting a strategically important relationship.
- Led senior client strategy across **proposition, positioning, strategic messaging, integrated marketing, demand generation** and commercial communications.
- Led complex client engagements from **strategic discovery** through to **executable marketing programmes**, translating scientific propositions into clearer commercial stories for customers, investors and partners.
- Led and developed **client services and operations teams**, improving workflows and delivery processes to support scalability, quality and **profitable account growth**.
- Played a key leadership role through BioStrata's **2024 acquisition by Supreme Group**, supporting continuity, client retention and operational readiness.

M&C SAATCHI LONDON

Business Director, Freelance

Nov 2021 – May 2022

- Led **senior client and agency delivery** across major UK Government accounts and behaviour-change programmes.
- Oversaw strategy, creative development and production across TV, VOD, digital, social, radio and out-of-home.
- Coordinated **multidisciplinary agency teams and senior stakeholders** across complex, high-profile national campaigns.

OGILVY LONDON

Business Director, Freelance

May 2021 – Nov 2021

- Led strategy and delivery for a **£10m+ UK and pan-European integrated marketing programme** for BP retail and EV charging.
- Developed the campaign platform and European market adaptation approach across multiple territories and channels.
- Led **senior client relationships** and coordinated strategy, creative, production and rollout across multidisciplinary agency teams.

KISS COMMUNICATIONS

Head of New Business & Strategist

Nov 2019 – Aug 2020

- Led **new business development and marketing strategy** across B2B and B2C opportunities.
- Won new clients including **University of Cambridge, ARM and Outwell Camping**.
- Developed propositions, strategic responses and integrated marketing approaches for **pitches, new business** and existing client accounts.

LITTLE COOK BOX

Founder & CEO

Sep 2016 – Jul 2019

Founded and built a direct-to-consumer subscription food business for children and families.

- Built the business from concept through product development, brand, e-commerce, manufacturing and national launch.
- Raised **£450k in angel investment** and won three national product innovation awards.
- Led business strategy, fundraising, marketing, customer acquisition and commercial development, bringing **direct founder-side perspective** to subsequent agency and consultancy work.

PROFESSIONAL EXPERIENCE CONTINUED

PARAGON / PARK HOUSE

Business Director

May 2014 – Apr 2016

- Led CRM and integrated marketing programmes for Domino's, Hyundai, RBS/NatWest, The White Company and Arriva.
- Managed multidisciplinary teams spanning client services, strategy, data and analytics.
- Led client relationships, account development and retention; contributed to wins including Swinton and Carole Nash.

MAVERICK

Head of Client Services & Strategist

Sep 2010 – Apr 2014

- Led a client services team of 10 across integrated B2B and B2C accounts.
- Contributed to agency revenue growth from approximately **£5m to £14.5m over three years**.
- Led senior client relationships, account strategy and integrated marketing programmes across retail, food and beverage and technology.
- Supported account growth, client retention and new-business development during a period of rapid agency expansion.

EARLIER CAREER

HONEST / PH MEDIA GROUP | Client Director & Head of Marketing, Freelance | 2009–2010

New business, digital marketing, e-commerce and agency marketing.

DELINEO / STM AGENCY | Client Services Director | 2008–2009

Led strategy and integrated marketing for The Co-operative and HBOS; **grew key account revenue by approximately 20%**.

MAGMA COMMUNICATIONS | Marketing Consultant | 2006–2008

Founded and ran a B2B marketing consultancy serving SMEs and corporates including Xerox and TNT Post UK.

XEROX | Marketing Manager | 2004–2006

Led B2B demand generation, brand and sales-support marketing, contributing to territory sales growth from approximately **£5m to £10m over two years**.

NAZDAR INK TECHNOLOGIES | Group Marketing Manager | 1998–2004

Led international B2B market insight, marketing strategy, brand and communications across Europe and North America, including three years based in the US.

BROTHER | Assistant Marketing Manager, Europe | 1997–1998

Supported European marketing and campaign delivery for the desktop printer division.

SECTOR EXPERIENCE

B2B Technology | Life Sciences & Pharma | SaaS | Professional Services | Financial Services | Energy | Automotive | Retail & Consumer

EDUCATION

HND Business Studies & Marketing | Thameside College