

SAM BATTAMS

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Strategy: Products, Services & Experiences

A multi-faceted strategist with 20 years experience of guiding brands in shaping better products, services, and experiences. An innovation specialist with a human-centred focus. Curious, diligent, and personable.

Innovation

- Always seeking smarter ways of solving problems, from research to ideation to execution.
- Excited about untapped areas of opportunity, for teams, brands, businesses, and society.
- Deep knowledge of emerging tech and hands-on experience with AI since 2013.

Insight

- Naturally empathetic and a good listener — trusted with one-to-one research with people from all walks of life, from surgeons to young people facing homelessness.
- Connecting the dots beyond the obvious, and fascinated by the second-order effects of technological and cultural shifts.

Leadership

- Created and facilitated executive workshops for the likes of Google and Virgin.
- Mentor to business leaders, start-ups and students, speaker (AdWeek), judge (Innovate UK, Cannes).
- Led strategy, innovation, and project teams, as well as managing senior stakeholders.

Clarity

- Always offer a well-informed point of view to the key question: what should we do next?
- Choose the right medium for the message — from presentation to prototype.
- Confident writer and presenter, with an open, honest, and approachable style.

Services & expertise

🔗 **Experience & Service Design:** CX, UX, service design, quant & qual research, insight

💡 **Product & Innovation:** product strategy, value props, GTM, ideation, emerging tech

🏷️ **Brand & Positioning:** brand strategy, naming, visual identity, messaging, positioning

💻 **Digital & Content:** digital strategy, digital transformation, content strategy, internal platforms

📣 **Media & Marketing:** comms strategy, comms planning, digital media & marketing, advertising

Sector experience & previous clients

Charity & Non-Profit: akt, Cancer Research, Rijksmuseum

Hospitality & Leisure: NEOM, Virgin Holidays, Wagamama

Fashion & Retail: HOKA, IKEA, Nike, Specsavers

Media & Telco: BT, O2, Sky, Virgin Media, Vodafone

Finance & Fintech: Fiserv, Gidea, Shawbrook

Pharma: Bayer, GSK, Novartis, Smith+Nephew

Health & Fitness: Virgin Active, Wecudos

Tech & Consumer Electronics: Google, IV.AI, Panasonic

Selected projects

Want to know about more projects? Let's chat!

- **Virgin:** A customer-centred approach to developing new propositions and experiences for Virgin Active & Hotels.
June 2026–July 2026
- **Google:** Service and experience design for the launch of new retail stores in the US, UK, and Japan.
with YourStudio, June 2024–May 2026
- **NEOM:** Developing a process for innovation and experience design for luxury hospitality.
with Matter of Form, August 2023 – November 2023
- **Diageo:** Improving the digital services of numerous beverage brands across multiple markets.
with AnalogFolk, June 2023 – August 2023
- **Wagamama:** Creating new digital services for the popular restaurant chain.
with BORN Group, January 2022 – May 2022
- **akt (The Albert Kennedy Trust):** Researching and designing new digital services for a charity supporting LGBTQ+ people aged 16–25 who are facing or experiencing homelessness.
December 2020 – February 2021
- **IV.AI:** Developing product strategy and areas of focus for a start-up building AI-powered customer service tools.
October 2017–March 2018

Permanent positions

- **Head of Technology & Innovation, Omnicom:** Created and led a new business unit, making use of emerging technology to create innovative customer experiences for brands. Included bringing to market nascent AI and VR projects for the likes of Virgin Media, Virgin Holidays, and Estée Lauder.
June 2014 – January 2017
- **Innovation Director, Dentsu:** Supporting the agency, teams, and clients in developing more innovative work and ways of working. Included a first foray into AI with Panasonic.
May 2013 – May 2014
- **Digital Strategy Director, Dentsu:** Developing digital strategy, including social media, for Coca-Cola and IKEA.
August 2010 – May 2013
- **Planner, Dentsu, Agency Republic & Progress:** Starting out, working on digital campaigns at vibrant agencies.
September 2006 – July 2010

Education

BA History 2:1

The University of Bristol 2003–2006

A-level History (A), IT (A), Art (B)

Hillside 6th Form 2003

10 GCSEs (3 A*s, 6 As, 1 B)

Sedgehill (only 26% achieved 5 GCSEs) 2001

Personal

- Qualified yoga teacher, teaching in London.
- Active footballer for over 30 years. Also enjoy tennis, surfing, and exercise classes.
- Regular world traveller, particularly to Mexico.
- Keen gardener, with a diploma in Garden Design.