

Dr Elisa Chami-Castaldi

BRAND & BEHAVIOUR CHANGE STRATEGY

www.echamicastaldi.com | echamicastaldi@outlook.com | +39 339 8125 125

A hybrid strategist that tackles some of humanity's most challenging and pressing global social problems.

My experience is a blend of brand and comms strategy from advertising, commercial acumen from management consulting, and research rigour from academia. Three years ago, I was lucky enough to pivot this triad into working with people & organisations trying to solve problems that make a meaningful, positive difference in the world.

I am currently working as a Strategy Director within M&C Saatchi's World Services division, developing brand and behaviour change strategies for clients including The Bill & Melinda Gates Foundation, The Global Fund, Georgia Tech, Rotary International, UK COVID-19 Inquiry, International Organization for Migration (IOM), and UNHCR. I have spent these last three years tackling wide-ranging issues such as global health, women's health, sustainable technologies, sexual harassment, ethical storytelling, pandemic impact and suicide prevention. I love to work with people and organisations fighting for a better world.

EMPLOYMENT

2021 – Present
M&C Saatchi
World Services,
London

Strategy Director – Strategy & Planning (full-time in London, then fixed-term contract from Rome, Italy)

I am the strategy lead on projects that harness the power of brand, behaviour change and comms strategy, to tackle some of humanity's most challenging and important problems in developing countries. Some recent projects include:

- Supporting The Global Fund leadership team with a strategy to drive brand relevance ahead of their next replenishment.
- Leading the strategy for the UK Covid-19 Inquiry's communications campaign, Every Story Matters. Inspired by trauma-informed qualitative research to understand the lived experiences of those most affected, seldom heard.
- Developing and leading the comms strategy for a global campaign to prevent sexual harassment across the UN's International Organization for Migration (IOM). This included a highly sensitive primary research study with staff and expert consultation, which inspired a ground-up communications campaign designed to get staff recognising and responding to sexual harassment when they see it.
- Supporting The Bill & Melinda Gates Foundation to raise funding in Women's Health, by developing a frame that would make women's health better appeal to more traditional, sceptical decision-makers.
- Working with Georgia Tech to develop an insight-led frame to better position a reinvented sanitation technology, so it could attract investment, improve health and save lives.
- Developing the brand strategy and new brand positioning for Acasus, a talented consultancy focused on improving health outcomes in low- and middle-income countries.
- Developing strategy, guidance and training for Rotary International to help staff understand how to tell stories ethically and create content that honours their ambition to be more diverse, equitable and inclusive.

2017 – 2021
McCann
London

Strategy Director – Strategy & Planning (full-time)

Brand & Comms Strategy Director for Just East and Subway Europe & UK, Plan International, Raleigh International among other brands. Leading the strategy activity across them. Example projects include:

- Vice Media: I developed the strategy for an online suicide prevention campaign that - thanks to the talented creatives - was so effective it went viral, earning a number of industry awards (including Cannes Lions and D&AD pencils) for persuading thousands of young people to connect with the suicide support they needed.
- Plan International: I led the research and development for the new strategic brand positioning for Plan International. Conducting qual & quant research and generating insights across culture, company, and audiences, running co-creation workshops with Plan International staff across country offices.

2014 – 2017
Grey London

Brand Planner – Strategy & Planning (full-time)

- Strategic planning on brands like Jacob's, Nytol, HSBC, P&G (Pantene), Fidelity and 3M (Post-it notes). Performing brand planning activities across all of them, such as insight generation, qual and quant research, strategy development, concept development, creative brief writing, creative reviews, competitive reviews.

2009 – 2014
Deloitte
Consulting

Management Consultant – Customer Practice, Marketing & Insight group (full-time)

- Assisted clients with customer engagement strategies (e.g. loyalty and digital), business case development, Marketing and IT Target Operating Model (TOM) design, culture change, process design and org structures. Across media, retail, telecoms, public sector, and banking. Clients included Honda, BBC, Sky, Sainsbury's, Lloyds, Barclays and BT, amongst others.

2006 – 2009
Bradford Uni.

PhD Researcher and Lecturer/Supervisor to Business School Undergrads & Postgrads

- Taught undergraduates/postgraduates in 'Strategic Marketing' and 'Market Research'.

EDUCATION

2006 – 2010
Bradford Uni.

- **PhD in Consumer Behaviour (2010)**. Thesis 'Measurement properties of respondent-defined rating-scales. An Investigation of Individual Characteristics and Respondent Choices.'
- **Post graduate Diploma in Research Methods (2007), Distinction**

2000 – 2004
Swansea Uni.
Uni. di Pavia.

- **BSc (Hons) Management Science with Italian (2004), 1st Class**
- ERASMUS: Economics, Finance, Computing (2002-2003)