



DANTER CONSULTING

Mr Philip Danter BA (Hons)

Flat 13 Crystal Wharf, 36 Graham Street London N1 8GH
phil@danterconsulting.com • Tel: 02076893759 • Mobile: 07966620163 •

Work Experience

Media Planner/Buyer - FCB Advertising, Baker St, London

(Sept 1985 - Dec 1988)

Reason for leaving: To seek promotion and more strategic planning experience at Colman RSCG.

Senior media planner to Managing Partner, Strategy - Colman RSCG/Mediastar/Mediapolis/MPG, Latterly Commonwealth House, New Oxford Street

(Jan 1989 - Sept 2001)

- Over a period of 12 years with the media division of Havas in London (which changed it's name several times) I rose from an initial role of senior media planner in 1989 to becoming Planning Director in 1993 and then Managing Partner, Strategy from 1995 onwards.
- My experience covers both domestic (UK) and global communications/media strategy for a range of blue chip clients, extensive work in new business, developing working processes for communications planning at a global level, and training senior staff in the application of these processes.

Reason for leaving: To take a sabbatical studying jazz guitar at Berklee School of Music, Boston, USA

Sole proprietor - Danter Consulting, Flat 13 Crystal Wharf, Islington, London

(July 2002 - Present)

- I set up my consultancy business immediately after my sabbatical, starting initially in New York for 6 months, then returning to London in December 2002, where I have been based since.
- I consult across 4 main areas of communications, these being: 1) Company credo/mission/vision development, 2) Strategic working processes and product development, 3) Training (both in communications planning and presentation), and 4) Communications and media strategy.
- Most recently (ie. the last 2 years) I've worked for 5 clients, itemised below in order of size of contract:
 1. **HavasMedia/MPG** – my previous employers continue to use me as a consultant largely on global new business pitches (successes in the last 3 years comprise GoodYear/Dunlop (Europe), Danone (N. America), Dresdner Kleinwort (Global) and Credit Suisse (Global)). I have retained an ongoing role with Credit Suisse developing their global media strategy for 2008 and 2009. I also helped develop MPG's global strategic planning methodology (Concert) and subsequently conducted 18 2.5-day training sessions across the globe for a total of 395 senior executives.
 2. **Citihub** – an infrastructure software solutions company (working mainly for Investment Banks and based in the City), Citihub appointed me in 2007 to train their staff in presentation techniques, completing 4 courses over 07/08. They have since broadened my consultancy to include advice on their corporate communications, including website design/content, white paper content and PR/advertising.
 3. **InvisoMedia** – a start up media owner company in 2007 (specialising in in-flight media), I helped Inviso devise their initial credentials presentation and also presented it to a number of media agencies alongside them. I have also advised them on research strategy and the appointment of 3rd party research agencies.
 4. **Mitchell Group** – the no.1 media agency group in Australia, Mitchell's appointed me in 2008 to help them develop a single strategic planning methodology for all their group companies. Part of the brief was to write a longhand reference guide for the methodology, totalling c.22,000 words.



DANTER CONSULTING

- 5. Dorset Cereals** – In 2007 I was appointed by Dorset Cereals to help them source an advertising/direct marketing agency. As well as helping them write the brief for the pitch, I sourced 5 agencies for initial chemistry meetings (in which I participated), agreed a shortlist of 2 for the pitch (which I attended) and helped them manage the whole process to final appointment over only 7 weeks.

Voluntary work

Young Enterprise

(September 2005 to date)

- Since September 2005 I have been a YE Business Adviser for their 'Company Programme' at Putney High School. This involves attending meetings once a week during term time and helping lower 6th students develop and execute a business plan over the academic year. I also help them to complete company reports, design trade stands and write presentations for the national YE competition.
- Since June 2007 I have been a member of the London Central South Area Board for YE, meeting monthly to help YE develop the company programme across all schools in Southwark, Lambeth and Wandsworth. As a consequence I have contributed to their area-wide training sessions for students (specialising in Marketing and Presentation) and also volunteered for some of YE's one-day programmes in the area.

London Metropolitan University

(October 2008 to date)

- I recently volunteered to assist Jonathan Taylor in the marketing faculty, conducting some lectures as part of the MK1001 and MK2002 courses to 1st/2nd year undergraduates. To date I've lectured on Communications Theory, Segmentation, Market Research and Media Planning/Buying.

Education

University:

BA, English - 2:1 (1982-1985)

University of Nottingham

Music Schools/Conservatoires

1 year of undergraduate study at Berklee College of Music, Boston, MA, USA (3.98 GPA) – 2001/2

IPS part-time course for 3 years at Trinity College of Music, Greenwich, London – 2003-6

Hobbies & Interests

My main hobby is as an active, performing jazz musician (I'm a guitarist). I play in a number of bands the most regular being a Pat Metheny covers band (check us out at www.mephoney.co.uk/video) I've also developed an interest in creative writing, and am doing evening classes at London City University. I'm also a keen reader of mostly novels and the arts. I'm also a regular gym-goer and occasional tennis player.

References: Available on request