

# JAMES TOMASZEWSKI

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## OVERVIEW

Agency veteran and cross-functional strategist with 20+ years of experience delivering transformative brand, product, and business strategies. Proven track record of building high-performing strategy teams, winning competitive pitches, and driving measurable business impact for Fortune 500 clients and cutting-edge startups.

Work recognized by Webby Awards, BIMA, FWA, Ad Age, D&AD, The Drum, Campaign Magazine, Adobe, Adweek, and National Press.

## ASK ME ABOUT

- What learning stand-up comedy taught me about insight development and crafting strategy.
- Why I believe insights win pitches, not spec strategy or creative work.
- recommending.me – the side project I'm building with vibe coding tools.
- My ambitious second YouTube gaming channel and what I'm doing differently this time.

## EDUCATION

### Mini MBA.

Completed the MBA-level marketing course from renowned marketing professor Mark Ritson, covering brand positioning, segmentation, marketing strategy, and media effectiveness.

### Excellence in Advertising.

Graduated in the top three of the IPA's highest qualification in advertising. My dissertation, which explored how brands could help coach consumers by managing their personal data was showcased in Campaign magazine.

### MSc, Human-Centered Systems Design (HCI).

Completed first year of study in user interface design and human-computer interaction before relocating to the United States.

### BSc. (Hons) Product Design.

Graduated top of class with First Class Honors. Winner of the WDA Design and Technology Award.

Raw Materials | 2022 - 2025

### Executive Strategy Director.

- Developed the core strategy process and philosophy for the new agency, managing the quality and effectiveness of all strategists and their outputs.
- Led pitch wins, strategy, and account growth across diverse sectors including AI/Robotics (Google, Saronic, Auger, Seasats), electric vehicles (Volta), and digitally ambitious brands (J.P. Morgan, Peddle.com, 7-Eleven, Alexander Merchant).
- Drove the integration of AI tools and innovative workflows across key accounts, reducing strategy and creative development time, and accelerating performance campaign time-to-market by an average of 50%.
- Mentored 8 students to portfolio success for The One Club.

Huge, Brooklyn | 2019 - 2022

### Group Vice President, Strategy.

- Rebuilt and scaled the Brooklyn strategy team from 3 to 12 strategists, establishing new talent pipelines, culture initiatives, and capability development programs that received network wide recognition.
- Led major AOR pitch wins across the network, including Brooks Running, Sub Zero, and Citrix among others.
- Delivered transformative strategic work for Shipt, Citrix, Sub Zero, McDonald's and ULTA Beauty.

Huge, Atlanta | 2015 - 2019

### Vice President, Strategy.

- Established a new 11 person strategy department from the ground up, recruiting and developing a diverse team of experience, brand, and communications strategists that transformed the agency's capabilities.
- Led transformative client work and pitch wins with a network-record 75% win rate across product and marketing accounts including Under Armour, Capital One, LG, UPS, Time Warner, AMC Theatres, Airheads, Mentos, Randstad, Norwegian Cruise Lines, and Cox Communications.
- Enhanced the Huge Cafe initiative, driving strategic thought leadership and experience innovation that was used to promote and market the agency.
- Provided strategic consulting and process development support to offices across the Huge network in North America, Europe, and Asia.

Huge, Brooklyn | 2013 - 2015

### Director, Strategy.

- Led the pitch-winning e-commerce/experience strategy for Apple.com, which allowed Huge to build its sister agency, Elephant.
- Successfully led many other major projects and pieces of new business for Brooklyn, including Google, Crate & Barrel, Wells Fargo, and AMEX.

### Previous Roles.

- Possible, NYC (WPP) - Strategy Director (2012-2013).
- Havas/EHS, London - Digital Strategy Director (2010-2012).
- Fortune Cookie, London - UX Strategy Director (2008-2010).
- AKQA, London - Lead UX (2007-2008).
- Fortune Cookie, London - UX Designer (2005-2007).
- Fortune Cookie, London - Front-end developer/designer (2003-2005).