

GRAHAM A. R. PHILLIPS

Chief Marketing / Growth / Strategy Officer

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SUMMARY

Seasoned marketer with 25+ years crafting award-winning, innovative marketing and communications across a diverse set of brands. I leverage data and cutting-edge technology to uncover "Unexpected Truths" — hidden insights that go below the surface and beyond the obvious — to drive audience surprise, engagement, and lasting results across the entire funnel.

EXPERIENCE

Chief Marketing & Growth Officer | Actual™ 09.2025 – Present

- Identified the “permissioned purchase data” USP and led the full rebrand from Microblink Commerce to Actual — naming, positioning, visual identity, and messaging for “The Permissioned Purchase Data Platform.”
- Sole marketing leader; built the brand, GTM, and marketing engines from the ground up — AI-natively, using Claude plugins for on-brand content, Claude Artifacts for reporting, and Claude–HubSpot integrations to power a unified customer-intelligence stack.

Founder & Chief Marketing Officer | GARPco 01.2014 – Present

- Fractional-CMO consultancy delivering innovative marketing and GTM strategy for early- and growth-stage companies.
- Clients include Microblink, Tracy Locke / Omnicom Commerce, HP, Pepsi, Starbucks, Pizza Hut, Weill Cornell Medicine, Blue Man Group, Vroom, Ross University, Amwell, Match, and more.

MD, Head of Strategy & Innovation (2020–22) · Board Advisor (2022–Pres.) | Davis & Partners 04.2020 – Present

- Repositioned the firm (formerly Reveal Why) from an analytics/CRM implementer into an AI-enabled marketing-solutions business, built on its Lyrical Ai™ NLP engine.
- Conceived and took to market two productized AI offerings — the Media Asset Analyzer (near-real-time event sentiment measurement) and Fuel.AI (a global trend-scoring engine, launched with Leo Burnett / Publicis Groupe); both were subsequently sold as licensed IP.

Chief Marketing & Experience Officer | Intent HQ 2022 – 2024

- Directed brand, content, marketing, and investor relations for the global behavioural-AI business; built the marketing function end to end.
- Grew revenue ~3X over two years and helped herald in the merger with Anagog (privacy-first Edge-AI). Company named AI Company of the Year, British Data Awards 2024, and featured on the FT1000 (2022 and 2023).

Global Chief Strategy Officer | M&C Saatchi One to One (LIDA NY) 2017 – 2020

- Co-built the New York office from the ground up (team of ~40), growing it from \$0 to ~\$10M in revenue with a global luxury wine & spirits group as anchor client.
- Established the office’s AI/ML/predictive CRM capability (machine learning, social signal, and vector embeddings on Salesforce Marketing Cloud). Architected and led the strategy for the Christie’s × Jeff Koons “Rabbit” campaign — 1.5B+ impressions around a world-record \$91M sale; Effie winner.

Managing Director, Insight & Planning | R/GA NY 2015 – 2016

- Rebuilt and led the ~30-person NY marketing-strategy department; overhauled the agency’s strategic process with a new connected-age model, “The 2X4.”
- Ran planning on the agency’s biggest account, Verizon.

Chief Strategy Officer | Silver + Partners 2014 – 2015

- Repositioned the agency and re-imagined the planning function while running strategy across the full client roster (Unilever, CarMax, Ben & Jerry’s, Burlington Coat Factory, and more).
- Led all new business; most notable wins were Blink Fitness and Wix.

SVP, Group Director BBDO NY	2012 – 2014
• Led marketing strategy across the global ExxonMobil brand (brand, retail, lubricants, and chemicals), repositioning every line under a single harmonized campaign. • Oversaw eight BBDO strategists across five offices and seventeen DDB planners across as many countries.	
Group Planning Director JWT NY	2009 – 2012
• Lead marketing strategist on the Microsoft, Nestlé, and T. Rowe Price businesses; oversaw a team of twelve planners. • Architected the agency-wide “Brand Journalism” model — a pioneering move into social and native advertising. Its creative expression (“It’s Everybody’s Business”) earned a Bronze Integrated Lion (Cannes Lions) and a One Show Interactive Merit.	
Senior Planner BBH NY	2007 – 2009
Associate Strategy Director BSSP SF	2005 – 2007
Partner, Planning Director Ogilvy NY	1999 – 2005

EDUCATION

Vassar College Bachelor of Arts	1994 – 1998
Major: Psychology · Minor: Illustration	