

Category number: 24

Category name: Marketer of the year

Name: Menisha Naran

Job title: Head of SMB Marketing Programmes & Planning

Company name: O2 Business, a Telefonica UK company

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Menisha joined O2 Business in October 2013 as Programme Marketing Manager and is now Head of SMB Marketing Programmes and Planning. With a strong marketing and business background, Menisha was hired to deliver O2 Business's biggest campaign to date.

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About the candidate

Menisha joined O2 Business in October 2013 as Programme Marketing Manager and is now Head of SMB Marketing Programmes and Planning.

Menisha was responsible for delivering O2 Business's biggest campaign to date. Day-to-day responsibilities include:

- Strategic planning, developing and implementing world-class customer propositions with clear messaging and positioning focusing on digital services for SMBs
- Creation and delivery of marketing programmes for launch of 6 digital services including sales and service, training, commercial enablement and marketing activities
- Set-up cross functional teams to deliver end-to-end 'take to market' activities for digital services across multiple channels, plus internal stakeholder management
- Responsible for achieving commercial trading targets across all digital services
- Managing budgets including marketing spend and programme effectiveness (£3m+)

Menisha has a strong marketing and business background with 12 years' experience:

- Microsoft UK (Nov 2011 – June 2013)
- BNZ, New Zealand (June 2009-2011)
- Microsoft, New Zealand (Oct 2004- 2009)
- IBM, New Zealand (June 2002 – Sept 2004)

Qualifications:
Current: Squared Online Digital Marketing Qualification (developed with Google)
2009: New Zealand Certificate of Direct Marketing
2004 – 2006 Masters of Professional Studies in Marketing (Hons)
1999 – 2002 Bachelor of Business (Hons)

The brand they work for

O2 is one of the most well-known and best-loved brands in the UK
Due to the changing needs of its business customers there was a need to extend into a new market of digital services.

Menisha was tasked with launching O2 Business's impressive new digital services toolkit (Microsoft Office 365, McAfee, Box, Evernote plus O2's own TU Go and O2 Just Call Me) along with introducing O2 Gurus for Business.

Significant career achievements

1. Recent promotion to Head of Programme Marketing & Planning at O2 Business, in recognition of work delivered through the SMB Digital programme in 2014. She has an ability to lead by example, and most importantly, has a strong marketing-led approach to work.

2. At the Bank of New Zealand she worked on Closed for Good, a national volunteer initiative involving 5,000 employees. This saw staff go out and help on community projects. (budget $1.1M USD). Menisha was responsible for setting up and leading the various work streams across the organisation to ensure delivery of the projects, both internally to staff and externally to customers.

3. At Microsoft, she led the internal communications programme for the launch of Windows Vista, Office and Exchange Server 2010. The campaign was taken to other APAC countries and shared as a best practice. It won a silver in the 2007 New Zealand Direct Marketing RSVP Award

Achievements in the last 12 months

Menisha successfully managed O2 Business's launch of its digital services in under 12 months. The campaign over-delivered against highly ambitious sales targets and was 8% over target for digital services, helping make O2 Business Microsoft's and McAfee's biggest partners. It also won 'Best Marketing Campaign of 2014' at Microsoft's global conference.

She's also won internal awards for being a 'top performer', including:

- SMB Magic Moments – Superstar of the month, voted by the wider leadership team. 10/10 Award for being a Top Performer at O2 Business for the digital services campaign
- Digital Evangelist for the digital services campaign

Her extensive SMB Digital knowledge also saw her included in the 'Digital – Be More Do More' strategic project team.

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Strategic vision and/or impact on the business

The challenge was to reposition O2 Business as more than a mobile provider:

Menisha was the driving force behind the launch of O2 Business's digital products to help position O2 Business as a credible digital services provider

Another key initiative Menisha delivered was the introduction of O2 Gurus for business, digital experts on hand to offer advice and support to small businesses, in store, online and on the phone. This helped put clear water between O2 Business and its competitors.

Impact on other employees and departments

Menisha is a true leader. Her endless energy, solution-orientated mindset and tenacity have been the driving force behind the project.

The O2 Business team is large (500+) and works across multiple offices (Slough, Leeds and Preston Brook). Menisha's talent at bringing everyone together and fostering a collaborative culture was key to the success of the campaign.

To explain O2 Business's new strategic direction, Menisha gave presentations and delivered workshops on the products and O2 Gurus to educate and excite the teams. Additional training was given to customer-facing sales teams via a blended event that was part sales briefing, part training and part product showcase. This helped ensure the vision for becoming a digital services provider became a reality.

Menisha not only received outstanding feedback from the team within O2 Business, but also from partners Microsoft and McAfee who praised her professionalism, clarity in communicating and the great working environment she created.

Colleague testimonials

"I could trust Menisha to deliver all interdependent aspects of our collective work streams. She's extremely customer driven and always challenges the status quo to find alternative ways to achieve the right outcome for our customers and the business. This, along with Menisha's keen eye for detail served to prove why she successfully delivered one of the most important programmes for the SMB P&L."
Simon Pollard, Change Delivery Programme Manager, O2 Business

"Menisha demonstrated a really good understanding of what we are doing. The team made a big point to call out the huge contribution she made to our success."
Paul Lawton, General Manager O2 Business, SMB

"Menisha is a strong collaborator, with a clear vision for the marketing messages and championing the customer experience – both essential in shaping the SMB Digital messages. With strong programme skills, she has driven our partners to meet commitments and been clear with the approach."
Philip Ledward, Head of ICT Products, O2 Business

"The hard work Menisha puts in, going 10 out of 10 for our customers, has created tangible results in customer perception and business performance."
Ben Dowd, Business Director, O2 Business

"Menisha has done and continues to do an incredible job leading the TTM activity for SMB Marketing."
Leon Rudd, Head of SMB Marketing, O2 Business (Feb-Dec '14)

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Supporting material supplied

x1 presentation board

Submission ends