

# WYATT CAVALIER

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## Summary

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- Fifteen years' experience in cross-border and multichannel digital/traditional strategy development and implementation, proposition and product innovation and general management. Many roles have included managing large cross-functional teams across several geographies.
- MBA from the University of Chicago Booth School of Business. [Ranked #1 by BusinessWeek since 2006]
- Self-motivated, passionate and results-oriented with a flair for identifying new opportunities for commercial growth and customer engagement and a knack for delivering innovative solutions to complex problems

## Professional Experience

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**JAGUAR LAND ROVER [Contract]** – Coventry, UK

**October 2013 to Present**

### Global Head of Digital

- Oversaw a global digital transformation across 25 markets and two brands by driving a global omnichannel strategy focusing on the intersection between digital and physical experiences, creating a common developer API, establishing synchronous digital platforms & infrastructure, and supplier rationalisation.
- Established and led a global digital council, comprehensive digital innovation programme, and a globally comparable/locally customisable metrics and analytics framework to reshape the customer experience.
- Built and recruited a globally facing matrix-based digital organisation comprising 200+ personnel.

**EMPTY POCKET TRADERS, LTD** – London, UK

**April 2012 to Present**

### Managing Director & Co-Founder, Gourmet Fairtrade Ecommerce Company

- Designed, launched & optimized all aspects of the site: bounce rate <50%, conversion rate >3% & margin >40%
- Developed an iterative and highly successful consumer-focused product offering based on a blend of insights, data-driven market research, constant testing & behavioural psychology.
- Identified and oversaw the implementation of a highly complex transactional framework across numerous channels incorporating recurring billing, one-off payments, upgrades, downgrades, cross-sells and upsells.

**MONEY ADVICE SERVICE [Contract]** – London, UK

**December 2012 to May 2013**

### Head of Digital Strategy and Special Projects, Proposition Development & Product Management

- Increased monthly engagement and reach across the six most challenging demographics by 25% and 50% YoY by shifting the core digital strategy from a content-based standalone site to a cross-platform multi-channel suite of products, tools, apps, and propositions designed to drive significant behaviour change.
- Decreased new product and proposition time to market by 65% by implementing an agile, transparent and collaborative new product and proposition development strategy and process.
- Delivered key thought pieces on behaviour change & behavioural economics in support of the above strategies.

**BARCLAYS, PLC** – London, UK and Lisbon, Portugal

**September 2009 to December 2012**

### Head of Strategy, Global Financial Institutions, Barclays Corporate Bank

**January 2012 to December 2012**

- Delivered a short-term strategy that increased YoY revenue from £325m to £450m by focusing on our most profitable clients, directing capital to higher margin markets and introducing innovative new products.
- Oversaw expansion into Latin American, American and African markets, which delivered over £80m new revenue in 2012 and is on pace to surpass £100m in 2013.
- Retained (98%) and upsold (30%) our existing client base by leading efforts to mitigate threats and exploit opportunities from grassroots startups, public relations issues, and regulatory challenges.

**Global Product Development Director, Barclays Corporate Bank**

**May 2011 to January 2012**

- Increased new product revenue generation by £81M in 2012 by integrating marketing, training, credit, risk, sales & client feedback into the development process.
- Reduced new product time to market by 80% and increased ROI from -8% to 20% by conducting a comprehensive review of new product development capabilities and implementing a global process across 15 markets and four product areas.
- Developed several digital analytic, social, and collaborative tools to support NPD & drive competitor intelligence
- Identified and championed cross-product and cross-border offerings worth £10M - £20M annually.

**Programme Manager, Barclays Corporate and Retail Bank** **September 2009 to May 2011**

- Directed a revolutionary global technology initiative that standardized product and deal pricing and sanctioning processes and methodologies spanning 20+ markets and incorporating 800+ products.
- Decreased deal administration time spent by over 25% and increased margins by 12bp.
- Defined project scope and strategy, coordinated requirements gathering, and managed resource hiring
- Developed and delivered the programme's strategic focus, communications, and message management.
- Managed four direct reports and twenty-five indirect reports.

**COMPUTER SCIENCES CORPORATION - Falls Church, VA** **February 2006 to July 2007**

**Senior Strategy Specialist, Federal Consulting Practice**

- Increased a major federal client's change programme's effectiveness by 80% by incorporating new technology.
- Redefined scope and headcount for a major client's \$150M/year IT infrastructure contract saving 23% YoY.
- Identified, valued and rated possible acquisition targets in support of a firm-wide strategic initiative

**BOOZ ALLEN HAMILTON - Falls Church, VA** **July 2004 to February 2006**

**Senior Consultant, Federal Consulting Practice**

- Improved client productivity by over 60% through process flow and product lifespan analysis
- Designed and managed business development expansion efforts leading to several million USD follow-on work
- Managed client-facing team responsible for 15-20 deliverables/week

**DEFENSE INTELLIGENCE AGENCY - Washington, DC** **January 2003 to July 2004**

**Intelligence Analyst, Office for Counterintelligence, Middle East and Africa Team**

- Conducted analysis of and briefed senior leadership on matters of national security
- Coordinated resources and personnel across 28 countries throughout the Middle East and Africa
- Implemented a cross-functional initiative to identify, deter, and neutralize foreign support to terrorism

**Military Duty**

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**UNITED STATES ARMY (RESERVES) - Various** **June 2004 to Present**

- **Intelligence Analyst**, Joint Analysis Center, RAF Molesworth, UK **August 2009 to Present**
- **Company Commander**, 378th Military Intelligence Battalion, Fort Sheridan, IL **August 2008 to August 2009**
- **Platoon Leader**, 323rd Military Intelligence Battalion, Fort Meade, MD **August 2006 to August 2008**
- **Watch Officer**, National Military Joint Intelligence Center, The Pentagon, VA **May 2004 to August 2006**

**UNITED STATES ARMY (ACTIVE) - Fort Lewis, Washington** **August 2000 to August 2002**

**Airborne Ranger, 2nd Ranger Battalion, 75th Ranger Regiment**

- Led a special operations team focused on training and fighting in stressful, ambiguous environments

**Education**

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**THE UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS** **Chicago, IL**

**MBA, Finance Concentration** **September 2007 to June 2009**

- Co-Founder and Chief Investment Officer: Lakeshore East Partners, a multi-strategy hedge fund
- Summer equity analyst, Rail Splitter Capital Management
- Winter & spring investment associate with Midwest Venture Partners

**GEORGETOWN UNIVERSITY, WALSH SCHOOL OF FOREIGN SERVICE** **Washington, DC**

**MA, National Security Studies** **August 2002 to May 2004**

- Awarded a full-tuition merit scholarship

**UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)** **Los Angeles, CA**

**BA, Political Science (Provost's List)** **September 1997 to August 2000**

- Italian language training in Florence, Italy

**Volunteer**

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- Non-Executive Director at Hoxton Street Monster Supplies, the commercial arm of Ministry of Stories