

Jack Roche.

A creative and highly-experienced marketing leader.

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Areas of expertise

B2B Marketing & brand strategy

A results-driven marketing leader with 16+ years of experience driving growth across diverse sectors. I've delivered 100+ integrated B2B campaigns - spanning brand strategy, targeted ABM, podcasts & film creation and environmental graphics - with a focus on strategic clarity and creative execution.

Communication

A confident and adaptive communicator across written, visual and live formats. I've led design pitches, chaired several company-wide meetings, and crafted campaigns for diverse audiences from C-Suite to students. I pride myself on being a good listener with a passion for building actionable insights.

Leadership & management

I lead with integrity and a coaching mindset, focusing on empowering teams and improving processes. Skilled in strategic planning, team-building, and stakeholder engagement, I've scaled teams in my last four roles, managed seven-figure budgets, and overseen cross-functional teams and agencies.

Teamwork

A strong believer in the success of good teamwork, I've helped grow two startups from the ground up and mentored emerging creatives through the Enterprise Mentorship Programme. I build rapport quickly and invest time and effort to build inclusive, productive environments.

Employment history

Group Head of Marketing Eleco plc

12/2023 – 08/2025
eleco.com

Group Head of Marketing for the publicly-owned, international SaaS company.

- Driving global marketing strategy, brand strategy and eCommerce across the group of companies.
- Development of GTM strategies and ABM-led market expansion in line with growth ambitions.
- Close collaboration with C-Suite, Product, Regional Marketing, Business Development, Sales, Data Capability and R&D functions across seven international markets.
- Design and implementation of funnel metrics and data-led marketing optimisation initiatives.
- Grew the plc Marketing Team from one to four, with dotted line responsibility for 22 marketers across nine international businesses.
- Control of a seven-figure marketing budget.
- Lead of a global rebrand and brand architecture initiative (rolling out late 2025).
- Member of the Global Leadership Team and the Global ESG Implementation Team.

Eleco Group saw performance outpace market expectations with Total Recurring Revenue increase 20% in 2024, and 23% in H1 2025. In 2024, I proudly shaped the go-to-market of Eleco's first AI-powered software tool, AstaGPT, which was shortlisted for Product Innovation of the Year at that year's Digital Construction Awards.

Associate Director Head of Marketing Stride Treglown

08/2018 – 12/2023
stridetreglown.com

Responsible for strategy and marketing operations for the top ten UK architectural practice and Certified B Corporation.

- Leading and executing multi-channel B2B and ABM campaigns, sector marketing and brand campaigns.
- Management of external consultants and PR agencies.
- Working and advising across sector, research and innovation, sustainability and ESG teams.
- Member of the senior leadership team and chair of the Winning Work team, which oversaw Marketing, Business Development, Data, Bids, Events and Graphics disciplines.
- Direction and management of copywriters, photographers, animators, film and audio producers.

2023 saw the Practice generate their highest income in their 70+ year history, with an turnover increase of 22.4% on the previous year. During my time in post, I co-produced and launched the company's first two podcast series; [Life at Stride Treglown](#) and [Talking Spaces](#); and led all comms and PR for our [B Corp](#), and [Carbon Neutrality](#) campaigns, and our [Sinking House](#) COP26 initiative.

Design and Marketing Manager

Charlies Stores

02/2016 – 05/2018

charlies.co.uk

Responsible for all design and marketing activities for one of Wales' largest independent retailers

(2018 revenue: £46.5m), including:

- Managing a team to implement, evaluate and continually improve all above and below-the-line marketing activity across online and offline platforms, including e-commerce, social media, ad campaigns, in-store environments and events.
- Rebrand and continual guardianship of the Charlies identity.
- Design and implementation of a digital marketing strategy.
- Management of a six-figure marketing budget.

Within six months of my posting I was asked by the company directors to redesign the company's visual identity and strengthen the Charlies brand proposition entirely in-house. I led the rebrand process and managed the roll-out across nine physical stores, online platforms, uniform, POS and all customer touchpoints.

Head of Service Design / Co-Founder

Pop Up Parks

01/2013 – 02/2016

Pop up Parks via [The Design Council](#)

Co-Founder of the prize-winning social innovation. Responsible for strategy, brand and user experience:

- Originating and developing our user experience strategy and service map.
- Design and management of the Pop up Parks brand and marketing channels.
- Recruitment and training of staff.

One of three founders of Pop up Parks, I am very proud of winning the [Knee High Design Challenge](#), a challenging two year process, securing over £140k of funding from the Design Council and Guy's and St Thomas' Hospital Charity.

Founder and Designer

Proper and Prim

08/2010 – 02/2016

- Provided design and marketing services for 50+ clients across a range of projects including; branding and visual identity, marketing and communication, social and rich media, exhibition design, environmental graphics and signage, and web design.

Creative Project Manager

The Sorrell Foundation

05/2008 – 08/2010

thesorrellfoundation.com

Working closely with the founders, Sir John and Lady Frances Sorrell, I managed and delivered two national design projects; [Joinedupdesignfor myplace](#) and [Design Out Crime](#); working in direct partnership with the Home Office, Design Council, The Design and Technology Alliance Against Crime, and the Department for Education.

* **It's the stories behind the headlines that stick, so feel free to ask me about:** podcasting the architecture of life and death, my ambulance driving skills, becoming Freya Rabbit, ordering a helicopter for Santa, running an iconic music venue, and presenting a case to the Home Secretary...

Qualifications

BA (Hons.) Art, Design and Environment

Central Saint Martins College of Art and Design
University of the Arts London

Diploma in Foundation Studies in Art and Design

Central Saint Martins College of Art and Design
University of the Arts London

Purpose and passions

I took part in the 2022 **LandAid SleepOut**, personally raising £766 for projects to **#EndYouthHomelessness**. My bespoke sleeping bag was made entirely out of recycled crisp packets.

I am a certified [Mental Health First Aider](#).

Keen boulderer, painter and podcast listener.

Professional Activities

Member of the Chartered Institute of Marketing, **MCIM**.

On the **Enterprise Mentorship Programme** I mentored two recent University of the Arts London graduates. Over seven months I supported them in their business and marketing efforts to further their career prospects.

I was honoured to share a stage with Sir John Sorrell at two separate **London Design Festival** events to promote the work of the Sorrell Foundation.

As Venue Manager at The Spitz (2006) "one of London's most vibrantly eclectic venues" (The Guardian), I was asked by Jane Giltre, Director of the Spitalfields Arts Centre, to promote the **"Save the Spitz" appeal on BBC London News**. The appeal performed well beyond its target and secured over 10,000 signatures.