

Jack Roche.

A hands-on, global B2B Marketing Leader

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 B2B/B2C events - with a focus on strategic clarity and creative execution.

Communication

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

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 directed agencies and global marketing functions.

Marketing technical, consultancy-led businesses

Over 8 years experience marketing for service-based organisations in the built environment across tech and architecture. Adept at engaging audiences at the Enterprise level, and simplifying complex concepts and messaging into relatable campaigns, stories and sales enablement collateral.

Employment History

Group Head of Marketing

Eleco plc

12/2023 - 09/2025

www.eleco.com

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

- Driving global marketing strategy, brand strategy and eCommerce across the group of companies.
- Development of global GTM strategies and ABM-led market expansion, exceeding growth ambitions.
- Partnered with C-Suite, Product, Regional Marketing, Business Development, Sales, Software Consulting, Data Capability and R&D functions across seven international markets.
- Design and implementation of funnel metrics, AI efficiencies and data-led marketing optimisation.
- Implemented marketing automation and CRM workflows (Hubspot, Wordpress and Dynamics).
- Grew the Group Marketing Team from one to four, with dotted line responsibility for 22 marketers across nine international businesses (USA, BeNeLux, DACH, Scandinavia, Eastern Europe and Australia).
- Control of a seven-figure marketing budget.
- Lead of a global rebrand and brand architecture initiative (*rolling out early 2026*).
- 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

www.stridetreglown.com

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

- Leading and hands-on execution of 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.
- Lead and development of CRM integrations and ABM data mapping to drive business development.
- 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 a 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
www.charlies.co.uk

Responsible for all design and marketing activities for one of Wales' largest independent retailers (2018 revenue: £46.5m), including:

- Managing and mentoring a team to implement, evaluate and continually improve all above and below-the-line B2C marketing activity across online and offline platforms, including e-commerce, social media, ad campaigns, in-store environments and events.
- Sole lead of the company rebrand and continual guardianship of the Charlies identity.
- Design and implementation of the 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.

Co-Founder / Head of Service Design Pop up Parks

01/2013 – 02/2016
Pop up Parks via The Design Council

Co-Founder of the prize-winning social innovation.

- Originating, testing, deployment and development of the concept
- Development of our user experience strategy and service map.
- Design and management of the Pop up Parks brand and marketing channels.

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 / Designer Proper and Prim

08/2010 – 02/2016

Design and marketing agency for purpose-led organisations, from start-ups, to scale-ups to global charities.

- 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.

Testimonial

"Jack brings an exceptional blend of strategic vision and creative execution. He's equally comfortable shaping high-level go-to-market strategies as he is rolling up his sleeves to deliver campaigns that cut through. A natural collaborator who brings energy, clarity, purpose and high standards to every project, he has a knack for translating complex technical ideas into compelling stories and for building motivated and productive teams." **Richard Fletcher, Chief Revenue Officer, Eleco plc** - read it in full on my [Linkedin profile](#)

Qualifications and Professional Activities

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

Member of the **Chartered Institute of Marketing**
Mentor on the **Enterprise Mentorship Programme**
Certified **Mental Health First Aider**

Purpose and Passions

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

Ongoing volunteer for Batch Cook Club, a Bristol-based Community Interest Company.

Keen boulderer, painter and podcast listener.