

Martin Lyons

Senior Account Director

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PROFILE

Senior Account Director and client partner with 10+ years' experience working across digital, integrated marketing and creative agencies. Experienced in leading global and enterprise accounts, managing multidisciplinary teams and working with senior clients to shape strategy, deliver complex programmes and grow long-term relationships. Strong commercial experience across account growth, new business, forecasting and budgets, alongside hands-on experience delivering digital products, websites and integrated campaigns.

CORE EXPERTISE

Client & Account Leadership | Digital & Creative Delivery | Account Growth & New Business | Integrated & Paid Media Campaigns | Commercial & Budget Management | Global Accounts | Team Leadership | Senior Stakeholder Management | Digital Strategy

EMPLOYMENT HISTORY



Senior Account Director, Netcel

Digital experience & product consultancy

Senior Account Director, July 2025 — August 2026, St Albans

- Managed strategic account plans across my client portfolio, achieving 100% of my FY26 revenue target through account growth, ongoing client development and reliable commercial forecasting.
- Worked closely with senior client stakeholders to move relationships from individual projects towards longer-term continuous improvement roadmaps, identifying opportunities to improve digital performance.
- Led multidisciplinary teams across strategy, UX, content and technology to deliver experimentation programmes, bespoke content and recommendation platforms and CMS transformation projects.
- Advised clients on digital product delivery and Optimizely solutions, working with technical and delivery teams to translate business and customer requirements into clear programmes of work.
- Worked with the Commercial Director and marketing team on new business and client engagement activity, including webinars, client forums and Optimizely partner and prospect events.
- Developed a strong understanding of the Optimizely digital experience platform, completing Optimizely One, Partner and Technical Sales accreditations alongside an Opal AI Administration certification.

Key Achievements:

- Scaled an experimentation programme for a healthcare client, using customer and performance data to increase testing velocity and drive CRO improvements across their digital platform.
- Led the delivery of a complex technical de-merger for Mace Consult within a three-month window, translating specific user requirements into tailored digital experiences while protecting key engagement and traffic metrics.
- Identified critical security risks for a public sector client and helped shape the approach for a major CMS upgrade, reducing risk and improving the long-term stability of the platform.



Account Director, Hogarth Worldwide (WPP)

Global integrated production and marketing agency

Senior Account Manager – Account Director, June 2021 — July 2025, London

- Managed £2M in annual revenue across global pharma, energy, legal and technology accounts, delivering approximately 20% YoY growth and securing £500K in new business during 2024 through account development and strategic pitching.
- Led client relationships and end-to-end delivery for global brands including Vertex Pharmaceuticals, Nestlé and Deliveroo, working across digital, creative, content and technology teams to deliver integrated campaigns, digital products, large-scale websites and SEO-led activity.
- Worked closely with senior client stakeholders to understand their business and customer priorities, translating these into clear strategies, briefs and programmes of work across multiple markets.
- Managed and developed a team of two Account Managers, providing day-to-day direction, coaching, and support across their accounts while ensuring work was delivered to the required standard, within budget, and on time.

Key Achievements:

- Led the delivery and management of Vertex Pharmaceuticals' global digital estate, spanning corporate communications, clinical trial and treatment guidance, and patient support platforms.
- Led a large-scale global multi-site programme for a complex engineering client, managing relationships with 10+ C-suite stakeholders and coordinating multiple teams to deliver the programme within agreed timelines and budget.
- Led integrated B2B marketing activity for Deliveroo for Work, spanning digital, CRM and content, and supported the strategic planning and creative development of its OOH campaign, working across client, creative, production and media agency teams to deliver the campaign to market.
- Project lead on the successful launch of Purina's MyPetPass pilot, a customer-facing product recommendation platform designed around individual customer needs and paving the way for rollout across EAME markets.



Account Manager, KHWS

Integrated marketing and communications agency

Account Executive - Account Manager, April 2016 — May 2021, London

- Partnered with the Business Director to manage a global digital energy portfolio, driving approximately 25% YoY account growth by identifying new opportunities, negotiating contract extensions and developing solutions around changing client requirements.
- Managed integrated B2B and B2C marketing activity across web development, paid social, email, content, motion graphics, SEO, packaging and POS, working with global brands including ExxonMobil and Samsung.
- Worked closely with creative, digital and project management teams to develop briefs, coordinate resource requirements and ensure projects were delivered within agreed budgets and timelines.
- Managed and supported a team of Account Executives across day-to-day client delivery, helping prioritise workloads, maintain delivery standards and develop their account management experience.

Key Achievements:

- Led the delivery of integrated B2B and B2C campaigns for ExxonMobil across multiple international markets, spanning paid social, digital display, social content, email and retail/POS activation, adapting campaign assets and messaging for different audiences, channels and local market requirements.
- Directed ExxonMobil's global web enablement programme, leading an eight-person team and coordinating 12 regional stakeholders to deliver local-market websites across AMER, EAME and APAC on time and within budget.

EDUCATION



University of Birmingham, BSc Sport, Physical Education & Coaching Science - 2.1

Mar 2011 — Mar 2015, Birmingham