HAYDN PARKES

COMMERCIAL GROWTH | CUSTOMER STRATEGY | PARTNERSHIPS | NEW VENTURES

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PROFILE

Commercial leader with 13+ years' experience across Diageo, Stonegate Group and innovation, combining consumer insight, go-to-market leadership, strategic partnerships and revenue creation. Led the launch, go-to-market strategy and national rollout of MiXR, Stonegate's loyalty and customer engagement platform, and subsequently its growth and commercial development. Experienced in building propositions from concept to scale, mobilising cross-functional teams and turning customer opportunities into measurable business results. Now exploring senior leadership roles with genuine ownership of commercial growth, customer strategy, partnerships or new ventures.

SELECTED COMMERCIAL IMPACT

2m+ MiXR downloads • £40m+ platform transactions • 700+ venues reached • £29m hospitality recovery programme delivered

CORE STRENGTHS

Commercial growth & proposition development | Go-to-market & launch leadership | Customer strategy, CRM & loyalty | Strategic partnerships & negotiation | Revenue monetisation | Brand & channel marketing | Cross-functional leadership | Digital innovation

PROFESSIONAL EXPERIENCE

DIGITAL JERSEY — Head of Innovation | *Sep 2026 – Present*

- Lead a portfolio spanning practical AI adoption, innovation programmes and future digital skills, working with industry, government and delivery partners.
- Develop adoption priorities and programme approaches focused on measurable business outcomes and organisational capability.

SECOND VISIT — Founder | *2026 – Present*

- Founded an independent commercial advisory business helping food and drink brands improve operator propositions, tender strategy and on-trade investment effectiveness.
- Won and delivered paid advisory, workshop and tender-related projects for drinks-sector clients; developed a structured tender assessment framework.

STONEGATE GROUP — Head of Marketing, MiXR | *Oct 2024 – May 2026*

MiXR: loyalty, CRM, customer engagement and digital media platform operating across a national hospitality estate.

- Led the next phase of MiXR growth and commercial development following launch, spanning customer acquisition, CRM, engagement, supplier partnerships and media monetisation.
- Worked across technology, operations, marketing and commercial teams to scale adoption and strengthen the proposition for customers, venues and brand partners.
- Contributed to growth beyond 2m app downloads, £40m+ in platform transactions and rollout across 700+ venues.
- Developed supplier-funded commercial initiatives and measurement approaches to demonstrate customer and partner value.

STONEGATE GROUP — Senior Brand Manager, MiXR | *May 2023 – Oct 2024*

- Led MiXR's launch, go-to-market strategy and national rollout, bringing a new digital loyalty proposition to market across Stonegate's venue estate.
- Built the acquisition, engagement and retention approach across app, CRM and in-venue touchpoints; aligned product, technology, operations and commercial stakeholders behind delivery.
- Helped establish the supplier-funded activation and media proposition, connecting brand investment with customer engagement opportunities.

STONEGATE GROUP — Senior Brand Manager, The Chapter Collection | *Oct 2022 – Apr 2023*

- Led positioning, brand strategy and integrated marketing for Stonegate's premium pub portfolio across digital, CRM and venue channels.

EARLIER CAREER — DIAGEO

Customer Activation Manager — Guinness & Hop House 13 | *Sep 2019 – Sep 2022*

- Led GB on-trade customer marketing and activation, managing national and regional wholesale partnerships and a £3m marketing budget.
- Programme lead for Raising the Bar, a £29m hospitality recovery initiative reaching 30,000 venues; delivered nationwide rugby activation across 10,000 venues, generating £1.2m NSV.

National Account Manager — New Business | *Jun 2018 – Sep 2019*

- Developed emerging on-trade channels, delivering £1.35m new business NSV in year one; managed NUS Services covering 120 student unions.

National Account Executive — Bestway | *Oct 2016 – May 2018*

- Managed strategic wholesale relationships with a combined £2.5m P&L.

Commercial Planning & Activation Executive — Hop House 13 | *Sep 2015 – Oct 2016*

- Customer marketing lead for the GB launch of Hop House 13, contributing £1.1m NSV in year one.

Field Sales Executive | *Sep 2014 – Aug 2015*

- Managed relationships across approximately 1,700 hospitality customers in Glasgow.

EDUCATION & DEVELOPMENT

Kellogg Executive Education — Customer Loyalty: Strategy & Application (2024) | Mini MBA — Brand Management (2022)

University of Exeter — BA Geography (2:1)