HAYDN PARKES

COMMERCIAL GROWTH | NEW VENTURES | STRATEGIC PARTNERSHIPS

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PROFILE

Commercial leader with 13+ years across consumer brands, hospitality and technology. Experienced in turning approved business cases into market-ready propositions, leading go-to-market and national rollout, building strategic partnerships and creating new revenue streams. At Stonegate, led MiXR from pre-launch execution to national scale, with direct ownership of rollout strategy, product roadmap and a £2m marketing and brand budget. Brings a combination of commercial judgement, hands-on delivery and cross-functional leadership; seeking senior roles with meaningful ownership of business growth.

SELECTED COMMERCIAL IMPACT

MiXR: 2m users | £40m customer transactions | £3m+ supplier partnership revenue | 800+ pubs rolled out

30% of transactions through MiXR in pubs division | National awareness: 0% → 11% | Three hospitality technology/data awards

PROFESSIONAL EXPERIENCE

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

- Oversee Impact Jersey, a £10m innovation investment fund supporting technology projects aligned to Jersey's strategic priorities; work across partners and initiatives including projects involving NVIDIA technology, Jersey Telecom and mapping capabilities.
- Lead innovation initiatives and cross-sector collaboration, including practical AI adoption and development of the island's technology ecosystem.

SECOND VISIT — Founder | *2026 – Present*

- Founded a specialist commercial advisory business helping food and drink brands strengthen hospitality operator propositions, tender submissions and trade activation strategy.
- Delivered advisory and tender-related work for clients including AU Vodka and Proximo, and work involving Jägermeister; helped brands compete for national hospitality opportunities.

STONEGATE GROUP — Head of Marketing, MiXR | *Nov 2024 – Apr 2026*

- Led MiXR's commercial growth, supplier partnership proposition, product priorities and ongoing adoption across a national hospitality estate; managed a team of two and coordinated sales, operations, marketing, finance and technology partners.
- Developed and sold supplier-funded commercial partnerships, generating more than £3m in revenue across MiXR media and activation opportunities.
- Owned a £2m marketing and brand development budget and the through-the-line plan to build awareness and app downloads; reported monthly to a steering committee attended by board members and the CEO.
- Helped scale the platform to 2m users and £40m in customer transactions; MiXR accounted for 30% of transactions in the pubs division, with national brand awareness rising from zero to 11%.

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

- Joined after approval of the business case and led execution from concept on paper to launch in five months, including naming, identity, brand design, launch and go-to-market strategy.
- Led national rollout strategy and operational delivery across 800+ pubs, coordinating pub formats, agencies and internal stakeholders; shaped the product stack, feature development and roadmap.
- Developed the commercial go-to-market approach with supplier partners, managed agencies and budgets, and reported on download growth and launch performance to senior leadership.

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

- Led brand positioning, marketing strategy and integrated customer campaigns for Stonegate's premium pub portfolio.

EARLIER CAREER — DIAGEO

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

- Led national Guinness customer marketing and activation in the GB on-trade, contributing to approximately 3% market-share growth for the brand.
- Programme lead for Raising the Bar, Diageo's £29m hospitality recovery initiative, supporting approximately 30,000 venues; managed wholesale partnerships and a £3m marketing budget.
- Led nationwide rugby activation with approximately 10,000 kits, generating £1.2m net sales value.

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

- Developed new on-trade channels and delivered £1.35m net sales value in new business in year one; managed the NUS Services relationship representing 120 student unions.

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

- Managed national 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; delivered £1.1m net sales value in year one.

Field Sales Executive | *Sep 2014 – Aug 2015*

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

AWARDS & RECOGNITION

Restaurant Marketing & Innovator Awards — Best Use of Data; Best Use of Technology | MCA Hospitality Awards — Best Use of Technology (MiXR)

EDUCATION & DEVELOPMENT

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

University of Exeter — BA Geography (2:1)

LEADERSHIP STRENGTHS

Commercial strategy & monetisation | Proposition development & go-to-market | Product roadmap | Strategic partnerships | National rollout & operational delivery | Customer growth | Cross-functional leadership