

Dina Green

AGENCY WARRIOR
CHANGE CATALYST & CONDUCTOR

“Success lands, when we cut through the noise, enable creativity and nurture our talent.”

Purpose, Passion and Promise

Dina’s purpose is to nurture, guide and lead multi-disciplinary groups of talent through diverse situations, to enable and encourage them to be the best they can be and in turn create purposeful and meaningful results.

She is passionate about marrying the art of creativity with the science of data driven ideas. She is also a warrior for equality, fairness and truth, and seeks to review, revise and innovate for the future.

Dina brings strong, logical and strategic leadership whilst being open to creative and disruptive strategies, seeking to innovate ideation and help to lead on revolutionary messaging, branding and events, to change the world for the better.

Personal Brand

Dina believes in growth through enabling change; *‘the best environments with strong, clear leadership, retain the best talent. The best talent does the best work. The best work brings the best clients. The best clients go on to attract the best talent.’* Her aim? A cognitively diverse group of talent working together effectively.

Dina is seeking to build a fluid, flexible and agile environment to nurture creative and strategic talent to change the Agency world. By leading the charge and mentoring the next generation both with clients and teams, she believes we enable people to fulfill their potential and give people the confidence to act and be the catalyst for change.

Leadership Style

She is deliberate, consultative, rational and analytical in her approach, enabling a pioneering attitude, whilst carefully guiding and integrating, those in her care. She is an empathetic Leader that doesn’t ‘do’ indecision or procrastination but encourages collaborative solutions -to inspire and enable her teams to rise to the occasion - be experimental, passionate, bold and creative.

Dina recognises that action is the best device for learning and achieving. Only action can make things happen. No matter what the setbacks are, she believes that nothing is insurmountable and one must never lose one’s sense of humour!

World at Vocation

Leading Agency of the future. A place where we ‘create’ objectives we are proud of – helping brands change something. The future is not only tech. The future is a perspective grounded in organisational purpose, structure and culture.

Myers Briggs

TYPE: Assertive Adventurer

CODE: ISFP-A

ROLE: Explorer

STRATEGY: Confident Individualism

Gallup Clifton Strengths

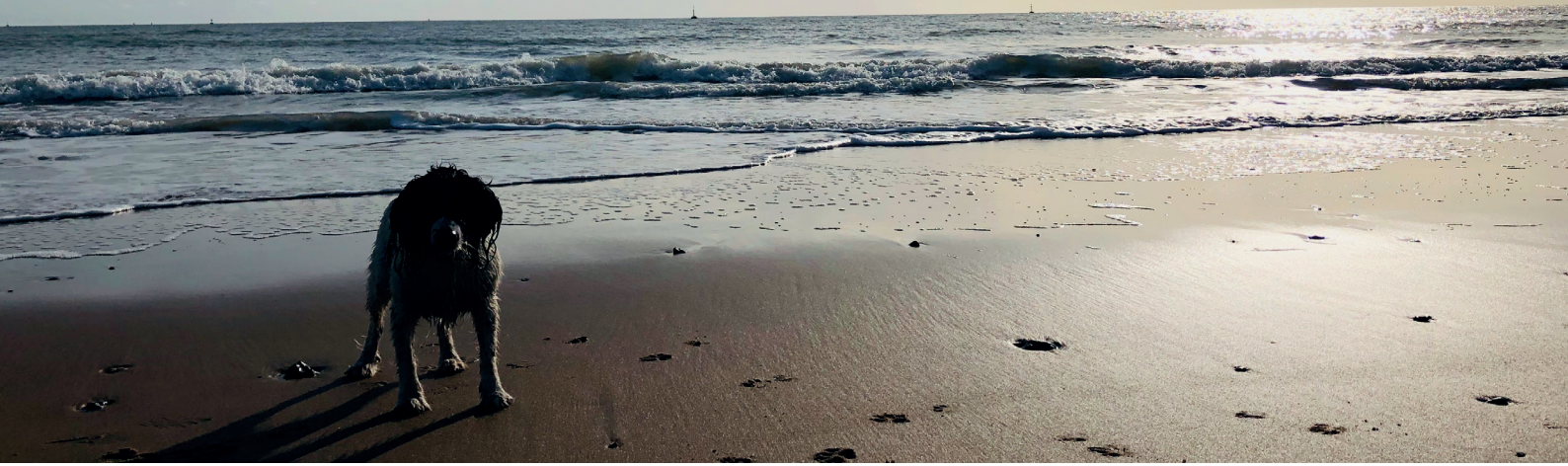
Positivity | WOO (winning others over)

Activator | Futuristic | Communication

What Inspires Me

- Watching for growth! – seeing how the relationships between people, projects, commerciality and sustainability – all come together.
- Seeing when business also brings people together to build philanthropic opportunities for a community.
- My children – making time to be with them, as they inspire me with their unadulterated interpretation of the world.

PRODUCED BY



Key Skills & Multiple Intelligences

With strong visual, verbal and interpersonal intelligences, Dina tunes into her leadership role with emotional intelligence. Being deeply curious, she acts as a conduit to unravelling complexity taking an objective approach, and translating key components into manageable messages, objectives and strategies.

When calling the shots, Dina seeks autonomy in making final decisions. Always well-informed, she weighs up the risks and will "sleep on it" (if possible) before empowering her team towards a win-win solution.

Career Highlights

2018 - FXP, EMEA: MD \$3B US Agency.

Leadership role, benchmarking operational excellence, business growth, delivery of integrated agency. Restructured underperformance; driving growth, best-in-class talent across key accounts, motivator for progressive/inclusive environment - annual EMEA business plan, global strategy- doubled annual revenue to £17m yr1 - turned £1.8m operating income loss into £370k OI profit yr 1 - built strong, trusting international relationships in the US, Asia.

2016 – 2018 Jack Morton Worldwide, London: VP, Business Director

18 offices globally -London - £50+m turnover Led operations, creative, strategy, scopes of work and resource, delivery excellence and profitability - £11m business portfolio, contributed over £3m + winning €8m project delivering an Automotive European Dealers Meeting for 3,500 people.

2012 – 2016 inVNT UK Ltd: MD EMEA / inVNT LLC: New York, Washington DC, London, San Francisco

Global brand communications agency \$45m+ Established & led the EU HQ from zero base to £3m+ turnover with creative events, comms team and network across Europe - represented EMEA on global leadership team - Stevie Award for "Best New Product Introduction Event", and MarCom Platinum.

2011 – 2012 GYRO: Director, Head of Live

Global marketing communications agency, 600 people in 16 offices across the world. Restructure to integrate creative and planning divisions – new marketing program increasing sales from £800k to £3m – leader/creator of high impact events for "disruptive" marketing strategies.

2007 – 2011 BARCLAYS PLC: Director, Head of Events, Group Role

Design, development and delivery of a £3million programme of international and domestic Group events. London Business School: Barclays Director Leadership Development Programme.

2002 – 2007 CUSTARD EVENTS LTD: MD

Created and grew creative Events Agency with a turnover of £3 million.

Engage With

Dina Green | dinagreen@gmail.com | +44 07939 136 257

www.linkedin.com/in/dina-green-54275611

Address: Ramsgate, Kent

Top 6 Values

Leadership | Capital Growth
Honesty | Fun | Creativity
Autonomy

Future Memory

- Playing a significant role in communities; to inspire, motivate and challenge the status quo.
- Leading an Agency whose Dream Team are creative disruptors, having created a commercial atmosphere where 'fun' is as integral as management.

World at Home

- Mother to Dorothy, step mother to Lily, Stanley & Isobel, wife to Jeremy & dog mother to Toto.
- Enjoying the great outdoors: walking on the beach every day.
- Cooking up a feast for family and friends.

Three for Me

- Build a cognitively diverse group of talent to help change the world.
- Champion diversity in the creative industries.
- An Italian hideaway where family life is enjoyed and celebrated.

