

Andrew Martschenko

Fairfield, CT 06824 | andrew@andrewmx.com | (917) 664-2001 | www.andrewmx.com | [LinkedIn](#)

Global Principal – Strategy, Portfolio Management, Marketing

Proven record of driving market expansion, elevating awareness, and delivering sustainable revenue growth through high-impact strategy and marketing initiatives. Skilled in uncovering insights, building fact bases, crafting narratives, unlocking equity, leading teams, mentoring talent, and managing high-value client relationships.

— Areas of Expertise —

Insights, Business Archetypes & Growth | Corporate & Portfolio Transformation | Market Positioning & Narrative Development | Portfolio Optimization & Identity Systems | Equity Transfer & Value Creation | Design Briefs & Targeting Frameworks | Messaging, Expression & Communications Design | Measurement, KPIs & Governance | Innovation, Experience & Customer Journeys | Strategic Planning & Leadership Alignment | Partnerships, Alliances & Co-marketing | Coaching, Mentorship & Talent Development | Staffing, Budgets & Forecasting

Professional Experience

OGILVY – a WPP company (<https://www.ogilvy.com/>)

Global Principal, Strategy and Innovation – New York, NY

10/2020 – 07/2025

Co-led Ogilvy's global strategy practice, evolving portfolio architecture from a static communications tool into a dynamic operational framework. Spearheaded operating models that enabled change management and accelerated market growth for Fortune 500, high-growth, and institutional clients. Clients: Albemarle, Cargill, Columbia University, Corteva, CRH, Dayforce, Enterprise Mobility, Gerber, Hilton, Hyatt, Hy-Vee

Key Achievements:

- Designed a scalable operating model and transformation roadmap for **Cargill's** decentralized portfolio of ~4,000 offerings, aligning with enterprise-wide change initiatives
- Repositioned **Albemarle** from a product-centric business (lithium and bromine) to innovation-driven narratives in mobility, energy, communications, and pharmaceuticals
- Refocused **Hilton's** portfolio from investor/operator positioning to a customer-centered framework tailored to differentiated traveler needs
- Embedded strategic expertise across integrated **Ogilvy** agency teams (advertising, PR, Experience, and Health), shaping platforms that fuel storytelling, experience design, and measurable business impact

BRANDSCENARIO LLC. (<https://www.brandscenario.com/>)

Senior Strategy and Marketing Consultant – Fairfield, CT

03/2018 – 10/2020

Delivered strategic consulting to align vision with business objectives. Designed and facilitated executive workshops to drive leadership alignment, clarified positioning, and shaped marketing strategies that reinforced priorities and accelerated growth. Clients: Baker Hughes, Booz Allen, Carrier, Facebook, GE, Geisinger, Midea, TD, and William Hill.

Key Achievements:

- Guided **Baker Hughes** in defining its post-GE spinoff identity and name, strengthening customer impact, market clarity, and positioning for business growth
- Led market research for William Hill, identifying the ideal U.S. partner to accelerate sportsbook expansion
- Created portfolio marketing lifecycle and needs-based models that enabled **Meta** to position its third-party Facebook Marketing Partners ecosystem more effectively to small and mid-size businesses.
- Co-designed and led a global strategy sprint for Midea and Toshiba Home Appliances, aligning executive, marketing, sales, and product leadership across China, Europe, APAC, and Japan.

CLEAR - an M&C Saatchi Company (<https://clearstrategy.com/>)

Senior Director - New York, NY

02/2017 – 02/2018

Recruited to raise Clear's profile among CMOs and launch a \$2M B2B vertical from the ground up. Led business development and market positioning efforts to establish Clear's presence in the B2B space. Clients: Allianz Global Investors, Ellucian, Heineken, Johnson & Johnson

Key Achievement: Developed a differentiated B2B insights offering and a growth plan targeting expansion in the U.S. and China markets.

INTERBRAND - an Omnicom Company (<https://interbrand.com/>)

Senior Director - Shanghai, China and Toronto, Canada

03/2016 – 02/2017

Handpicked to mentor the incoming CEO, unify creative and strategy functions, and energize cross-functional teams across Shanghai and Beijing. Clients: BRP, Delta Electronics, Haeir, Huawei, M Industries, Neusoft, and Tmall, UL.

Key Achievement: Streamlined operations, financial workflows, and overall business performance while optimizing recruitment, onboarding, and cross-functional collaboration.

Senior Director, Strategy - New York, NY

01/2009 – 03/2016

Led client engagements and teams, overseeing direct reports and annual performance reviews. Managed financials, ensured delivery consistency, and developed strategic growth plans for key accounts. Clients: 3M, Accion, AT&T, BNY, Chamberlain University, Datsun, DTCC, Emerson, GlobalFoundries, Golf Channel, Herc, Hertz, John Deere, Johnson Controls, MUFG, NYSE, PGA (GB&I), Qualcomm, Ryder Cup, S&P Global, TD, TE, USGA and US Open, and Vertiv.

Key Achievement: Scaled projects into multi-year, multi-million-dollar relationships ranging from \$100K to \$4M and Co-developed an integrated agency partnership spanning advertising, digital, communications, and media.

Head of Strategy - Singapore

12/2006 – 12/2008

Selected to restructure client engagement models and lead the transformation of a regional office from phased, project-based work to sustained multi-year relationships generating \$4M annually. Clients: AIG (Hong Kong), Bank NISP (Indonesia), BDO (Philippines), CIMB (Malaysia), SCB (Thailand), ST Engineering, and Vietnam International Bank.

Key Achievement: Revitalized the strategy team by streamlining workflows and implementing performance standards anchored in client impact, collaboration, and professional growth.

Additional experience as **Director Corporate Branding - New York** with INTERBRAND an Omnicom Company | **Senior Associate - Boston** with LIPPINCOTT - an Oliver Wyman Company | **Associate - New York** with ADDISON

Education and Credentials

Bachelor of Science in Business Administration (Finance) | Manhattan College – Riverdale NY

A Levels in Government & Politics and Economics | Davies Laing & Dick College – London England

General Assembly | New York NY

- **UX Design (2020):** Design Thinking, User Research, Content, Wireframing, Prototyping, Usability and Technical Testing
- **Product Management (2019):** Problem Statement/Hypothesis, Feature Prioritization and MVP, Task Scenarios, Usability Testing, OKRs and KPIs, User Stories and Acceptance
- **Digital Marketing (2018):** Strategy and Planning, Channels, Retail and SEO, Content Marketing and Social, Acquisition & Conversion, Engagement & Retention, Analytics, Metrics & Reporting