

Matthew Knight

strategy and innovation

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I've started two award winning creative businesses; I've helped organisations run and win game-changing pitches; I've designed, managed and developed strategy and innovation teams for top-tier agencies; I've helped brands move away from advertising and towards service ecosystems; I've helped teams redesign their culture and businesses redefine their outputs; I've established communities which have achieved the amazing: from creating global collaborative art to supporting the new independent workers; and designed and built a number of products from problem to prototype and beyond.

I approach all of my work with four behaviours in mind: curiosity [what is possible], connection [what already exists], action [what can we do] and reflection [what did it achieve], and as a manager - my aim is to enable people to do better, rather than dictate what should happen.

beyond paid work - I'm a keen advocate of the new work movement; have founded a global community called Leapers; am currently developing a platform to improve the mental health of independent workers; and earlier this year launched manualof.me - a product to share how you work best with others.

I'm a father of two daughters and a coffee nerd.

Matthew has an unusually clear-sighted view of the emerging dynamics of the digital economy. He has a sharp understanding of how people's lives are changing, and how this impacts businesses and the rapidly changing nature of the categories in which they operate.

By combining this with his natural curiosity he is able to come up with ideas that genuinely refresh the way that businesses can build relationships with their customers in a way that is better for everyone.

Whilst skilled at making them happen, his real skill is in building multi-disciplinary teams that can bring difficult ideas to fruition. He is also a person of great integrity, openness and positivity which means he has a hugely positive cultural impact on the world around him.

MATTHEW HOOK
CHIEF STRATEGY OFFICER - DENTSU AEGIS MEDIA

Founding Partner / Strategy

Foxlark

2018-Present

leading transformation, strategy and innovation projects for clients including Klarna, adidas, ChecklandKindleysides and Local Industries.

Head of Strategy and Innovation

Carat UK

2012-2017

led agency strategy function; redesigned agency culture with 97% engagement; developed agency-wide strategy programmes creating incremental revenue; led global multi-million pound pitches; led client strategy and innovation workstreams across multiple clients; coached and mentored; created internal IP and product.

Founding Partner / Strategy

yarned

2008-2012

led a digital creative agency working with brands who wanted to explore innovative creative solutions - working with brands including Nike, Sony, Innocent, Lucky Voice - and agencies including Creature, Karmarama, AMV BBDO, Mother, Anomaly and M&C Saatchi.

Technical Creative Director

naked / hyperhappen

2010-2012

long term residency, leading creative technology across client projects including Nokia, Virgin Atlantic and Cadbury.

Technical Creative Director

Wieden + Kennedy London

2009

creative/technology role working on brands including Lurpark, Fairtrade and Nokia.

Interim head of technology

Endemol Digital

2008

implemented cost saving measures and designed processes to better support digital project delivery; hired full time technology lead.

Founding Partner / Technology

de-construct

2001-2008

co-founder of award winning digital agency; led projects for clients including Panasonic Europe, Working Title Films, Barbican, Eurostar and the Electoral Commission. Sold agency to Aegis in 2005.

Senior Developer

deepend

1999-2001

Freelance Developer

1995-1999