Colin William Mills

From strategy to delivery.

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Twenty years building and running marketing functions for global brands, followed by independent work authoring a book, founding a lifestyle platform, and designing and building renovation projects.

Skills & Education

Strategy & Leadership
Global marketing strategy from brand positioning through product launch. Building and running teams — budgets, hiring, coaching, KPIs.

Systems
Salesforce, Pardot, HubSpot, Sitecore, EpiServer, SketchUp, Google Analytics, GoDaddy, Netlify, e-commerce and CMS platforms, AI tools including Claude, Grok and Gemini for research and content.

Channels
Campaign management, website design and build (Wix, WordPress), SEO, digital advertising, creative direction, and design (Canva, graphic design and video).

Publishing
Self-publishing and distribution end to end — Amazon KDP, IngramSpark, Book Bolt, ISBN registration, multi-platform retail listing, Shutterstock.

Education
MSc Environmental Engineering (2002 to 2003) – University of Newcastle upon Tyne: Distinction
BSc (Hons) Industrial Design Engineering (1994 to 1998) – De Montfort University: 2:2

Experience

EMPLOYED EXPERIENCE

Marketing Director: CRU Group — 2015 to 2020

CRU is a subscription and consulting corporation, specialising in mining, metal, and fertilizer commodities, and delivers global business intelligence through market analysis, price assessment, consulting, and global conferences.

I joined to build a marketing function from the ground up: brand, campaigns, customer events, and manage a global team of six across America, China and Europe, running a £600k annual budget.

- Managed CRU's brand, marketing campaigns (retention, acquisition and education) and regional events
- Led brand guidelines and value propositions for CRU, its verticals and product types
- Rebuilt the corporate website — managed five external partners and an internal stakeholder group to deliver on a £200k budget within 12 months
- Led the CRM and marketing automation migration (Salesforce and Pardot)
- Built go-to-market plans for product launches, including a SaaS cost analysis tool
- Led CRU Breakfast, the flagship customer event, held during LME week in London for 800 delegates
- Created CRU Focus, a magazine for CRU's 50th anniversary, including an infographic with Visual Capitalist
- Achievements FY19: £989k website revenue and £795k attributed marketing revenue

Head of Marketing, Real-Time Solutions: S&P Global — 2013 to 2014

S&P Global is a leading provider of multi-asset class and real time data, research, and analytics.

I was brought in to build brand awareness and demand for Real-Time Solutions, a new multi-asset class market data business spanning desktop tools, managed services, and value-added content.

- Designed and ran the go-to-market plan, setting the objectives and KPIs for brand awareness, lead generation and product trial downloads
- Built targeted, personalised campaigns into financial institutions
- Owned lead capture and ROI tracking in Salesforce, flagging opportunities directly to the Sales Director

Global Interactive Marketer: SunGard Financial Systems (now FIS) — 2008 to 2013

FIS provides software and IT services to financial institutions worldwide.

I joined to set up and run SunGard's first global interactive marketing team, building campaign strategy across seven business units.

- Promoted Asset Arena, an integrated suite for asset managers' global investment operations
- Promoted Market Map, multi-asset class data, news, and analysis sourced from over 160 exchanges and OTC sources worldwide
- Built the team and the playbook from the ground up — campaign strategy, channels and reporting all new to the business

INDEPENDENT EXPERIENCE

Founder: Pendulum of Change — 2026 to present

I founded and built Pendulum of Change – a lifestyle brand for the sober curious – aimed at over-forty social drinkers who are considering a break, cutting back, or exploring life without alcohol. Drawing on my marketing and technology experience, I developed the brand strategy, content, design, and delivery myself. The website includes:

- A lifestyle blog covering a range of topics, such as personal health, the sober curious movement, and lessons learned from writing a book
- A free seven-day alcohol abstinence challenge — coached, structured, and designed to get people started
- A consumption tracker showing users what they drink based on country guidelines
- An introduction to my book, The Last Drop: My Journey to Quitting Alcohol, and where to purchase

Author: The Last Drop — 2024 to 2025

For a long time, I had a calling to publish my own work, but the right subject matter evaded me. However, when I entered my forties and decided to question my social drinking, little did I know that taking a different path would lead me to a topic that interested me, to finally author a book, and to learn new skills along the way.

- Researched and wrote The Last Drop: My Journey to Quitting Alcohol, drawing on thirty years of my own experience
- Edited, designed and self-published it independently, cover to publication
- Secured an ISBN and listed the book across Amazon, Barnes & Noble, Google, and Apple
- Set up distribution through IngramSpark so it reaches bookshops and libraries, not just online retail

Designer & Builder: Mills & Mitre — 2023 to 2025

Since 2023, I have taken on more than twenty home renovation and design projects — kitchen, utility and en suite renovations, landscaping, and bespoke builds — putting an Industrial Design Engineering degree to use for the first time since university. The decision to take on the work was driven by deadlines, tight budgets and to satisfy a lifelong desire to build.

- Designed all projects in SketchUp to determine aesthetic and cost before committing to the build
- Developed and set project budgets, making sure not to exceed them
- Completed online training for safe use of power tools, including table saw, mitre saw and track saw
- Designed and built the Mills & Mitre portfolio site myself with Wix and GoDaddy

Parental Leave and Primary Parent — 2020 to 2022

I took a year's shared parental leave with my partner when our youngest was born, then became the main carer at home so my partner could return to and grow her career.