

Colin William Mills

From strategy to delivery.

Location: Greenwich, London | **Email:** design@cwmls.co.uk | **Mob:** 07753-747-639 | **Web:** cwmls.co.uk

Twenty years building and running marketing functions for global brands, and five years applying the same skills to authoring a book, founding a lifestyle platform, and designing and building renovation projects myself.

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.

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

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.

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 and edited 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 both buy-side and sell-side organisations
- 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](#) — 2025 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](#) — 2020 to 2025

Since 2020, 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