

Colin William Mills

Marketing Specialist

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Profile

Twenty years building marketing teams and the systems behind them, for brands that needed someone to make sense of strategy, technology and people, all at once. At CRU Group I built a marketing department from six people and a blank brief into a function trusted with brand, demand generation and go-to-market strategy for the whole business. Before that I ran global interactive marketing at SunGard Financial Systems and led brand and lead generation for a new business line at S&P Global.

In 2020 I stepped away from employed work to focus on my family, around the time our second daughter was born. With both girls now at school I'm ready to put that same energy back into building something professionally. The years away haven't been idle: I wrote and published a book, built two websites, and renovated a house from the studs out.

Experience

Marketing Director, CRU Group — 2015 to 2020

Commodities & market intelligence

- Built a marketing function from six people and a blank brief into a team trusted with brand, demand generation and go-to-market strategy across America, China and Europe, managing a £600k annual budget
- Rebuilt the corporate website end to end — managed five external partners and an internal stakeholder group, delivering on a £200k budget within 12 months; website revenue grew 14.5% YoY to £989k
- Led the CRM and marketing automation migration (Salesforce, Pardot), capturing requirements and seeing them through implementation
- Built go-to-market plans for new product launches including a SaaS cost analysis tool and a global steel trade service
- Generated £795k in attributed marketing revenue across email, briefings and webinar programmes

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

- Built brand and demand generation from scratch for 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 objectives and KPIs for brand awareness, lead generation and trial downloads
- Built targeted, personalised campaigns into buy-side and sell-side organisations and owned ROI tracking in Salesforce

Global Interactive Marketing Manager, SunGard Financial Systems (now FIS) — 2008 to 2013

- Hired by the CMO to set up and run SunGard's first global interactive marketing team, building campaign strategy across seven business units
- Promoted Asset Arena (integrated asset management operations) and Market Map (multi-asset data from 160+ exchanges and OTC sources)
- Built the team and the playbook from the ground up — campaign strategy, channels and reporting all new to the business

Independent work

Author, The Last Drop — 2020 to 2022

Researched, wrote, edited and self-published The Last Drop: My Journey to Quitting Alcohol — a book for ordinary long-term drinkers questioning their relationship with alcohol, not written for crisis or addiction.

Tools: Amazon KDP, Book Bolt, Nielsen ISBN Store, IngramSpark, Shutterstock, Canva, multi-platform listing across Amazon, Barnes & Noble, Google and Apple, X (@c_w_mills)

Founder, Pendulum of Change — 2022 to present

Designed and built the platform supporting the book: a free seven-day challenge and a consumption tracker, applying twenty years of brand and marketing systems experience to a project of my own, end to end.

Tools: Wix, GoDaddy, Netlify, Google Analytics & Search Console, AI-assisted content with Claude, Grok and Gemini

Renovator, Mills & Mitre — 2020 to present

Took a house back to the studs and rebuilt it — design, structure, joinery and finish — applying an Industrial Design Engineering degree hands-on for the first time in twenty years. Documentation of the work has grown into a craft and design portfolio, and the early shape of a possible design-and-build business.

Tools: SketchUp, Wix, self-taught power tool training

Skills

Strategy & leadership

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

Channels

Campaign management, website design, SEO, digital advertising, creative direction (graphic design and video).

Systems

Salesforce, Pardot, HubSpot, Sitecore, EpiServer, WordPress, Google Analytics, e-commerce and CMS platforms.

Reporting

ROI and revenue attribution for marketing activity, presented directly to executive boards.

Self-taught & current

Wix, Canva, SketchUp, Amazon KDP, IngramSpark, Book Bolt, Netlify, GoDaddy, Google Analytics & Search Console, Shutterstock, and day-to-day use of Claude, Grok and Gemini.

Education

BSc (Hons) Industrial Design Engineering — De Montfort University, 1994 to 1998

MSc Environmental Engineering — University of Newcastle upon Tyne, 2002 to 2003

Running Effective Digital Campaigns — Chartered Institute of Marketing, 2011

Sitecore Technology Specialist — Sitecore, 2011