

NICK DRAKE

Sr. Director of Growth Consulting, WPP Open

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Growth leader with a track record across SaaS, AI innovation, customer success and strategic account management — scaling teams, building client-centric processes, and delivering measurable impact in global markets. Currently a growth lead for WPP Open, WPP's AI-powered marketing platform. Previously founded Hogarth's first Customer Success organisation for its dynamic content optimisation platform, and led adoption of Creative Studio, WPP's first generative AI platform, advising Fortune 500 clients including Mars, Heinz and Amazon on embedding AI and agents into their workflows to drive efficiency at scale. Earlier, led SQUAD's EMEA expansion by opening the London and Paris offices, launching Sales and Client Success teams, and growing revenue in new markets.

\$7.5M

TCV, EMEA team 2019–22

50+

AI agents built, Lloyds pilot

#1

most-used WPP agent network-wide

3%

brand uplift, Pixel pilot

EXPERIENCE

Sr. Director of Growth Consulting, WPP Open

Sep 2025 – Present

WPP — London, UK

- Lead new-business pitches for WPP Open, WPP's agentic marketing platform — shaping the strategic narrative and solution design for complex global enterprise opportunities.
- Convene and coordinate cross-disciplinary pitch teams, drawing AEs, product managers, developers and specialists from across WPP's operating companies to build solutions that win.
- Lead the data and technology response on global enterprise RFPs and RFIs, translating platform capability into client-specific solutions and shaping the growth narrative alongside agency and product teams.
- Run consultative discovery with client stakeholders to uncover growth levers and map WPP Open capabilities to business outcomes across media, creative and production.
- Ran full enterprise sales cycles for WPP Open in its early commercial stage, before a dedicated AE function was in place — qualification through negotiation and close — converting platform pilots into recurring subscription revenue.
- Drove WPP Open narrative and AI-led solution framing for AstraZeneca and PwC, contributing to successful pitch outcomes.
- Led build and deployment of 50+ generative AI agents for Lloyds' AI Turing experiment, demonstrating the speed and scale of AI-only teams alongside the breakthrough value of Human+AI collaboration.
- Strategised and designed the agentic team behind the Google Pixel marketing pilot — AI personas surfaced a cultural shift in millennial conversation that shaped the creative brief, taking the work from social listening to live assets in 24 hours. Delivered 3% brand uplift and was showcased publicly by WPP's chief executive.
- Channel pursuit and client feedback into the WPP Open product roadmap, acting as the commercial voice of the customer with Product.

Director of Product Growth

Dec 2024 – Sep 2025

WPP — London, UK

- Led product growth for Creative Studio, WPP's generative AI platform, building and executing the foundational go-to-market plan to accelerate adoption across the network.
- Designed and built the WPP Open FAQ Agent — ranked #1 most-used AI agent across WPP's global network, with 21,117 conversations across 10,953 users and 1,520 projects.
- Developed AI agents for major client pitches including Fanta, Santander, Unilever, Colgate and L'Oréal; contributed to the winning Heineken global BTL pitch.
- Authored the WPP Gen AI Model Guide (network-wide standard for evaluating generative models) and the AI Agent Creation Guide, enabling consistent agent development at scale.
- Led client workshops to uncover AI integration opportunities and trained regional and global teams on Creative Studio and agent design.

Head of Customer Success, Intelligent Content

Apr 2024 – Nov 2024

Hogarth (WPP) — London, UK · Reported to Global Head of Product, Addressable

- Founded Hogarth's first Customer Success organisation, for Intelligent Content — an AI engine generating personalised ads in seconds with analytics to optimise campaigns.
- Developed and launched the Customer Success strategy from scratch, establishing scalable processes for onboarding, adoption, retention and satisfaction.
- Built the client onboarding framework, designed the training programme, and standardised operations through team playbooks; contributed to pitches including BP, Chocomel and Sky.

Senior AI Solutions Consultant

Aug 2023 – Apr 2024

Hogarth (WPP) — London, UK · Reported to Global Head of AI Product

- Pre-sales lead for AI-driven solutions, driving adoption of Creative Studio — WPP's first generative AI platform — with agencies and Fortune 500 clients including Mars, Heinz and Amazon.
- Built an AI agent automating copywriting for Heinz; authored WPP's generative AI induction guide and the Creative Studio user guide.

VP EMEA

Mar 2022 – Mar 2023

Guideline (formed by the SQAD–SMI merger) — London, UK · Reported to the CRO

- Retained through the SQAD–SMI merger to run EMEA for the newly formed business, carrying the region's accounts and pipeline through the transition.
- Player-manager leading EMEA sales for SaaS media planning and ad intelligence, managing pipeline against a \$2M team growth target through new logos and account expansion.
- Won global business for Dyson and TikTok; sustained 90% retention across key accounts including IKEA and Dentsu.
- Built the business case for the Prisma–MediaTools integration; implemented EMEA OKRs and hired a Sales Engineer to accelerate the sales cycle.

VP EMEA

Oct 2017 – Mar 2022

SQAD LLC — London, UK · Promoted by the CEO on the strength of regional results

- Led the London team supporting 10,000 users across top agencies and Fortune 500 clients including GroupM, Publicis, P&G, AB InBev, IKEA and Amazon.
- Won L'Oréal's global business — the largest win in SQAD's history; team contributed \$7.5M TCV in new business 2019–22 and grew existing accounts such as Dentsu by 30%.
- Exceeded 2020 and 2021 quotas by 35% and 60% respectively despite COVID disruption, winning global business for Mattel, L'Oréal, AB InBev and IKEA.
- Opened SQAD's Paris presence, driving ~\$1.8M revenue over three years; improved RFP response efficiency by 20% through a formalised response process.
- Won the 2018 SQAD Power Player Award for growing the EMEA team and business.

Client Success Director, EMEA

Apr 2009 – Oct 2017

SQAD LLC — London, UK · Promoted by the CEO to lead EMEA expansion

- Opened SQAD's London office and established the UK entity, growing EMEA revenue by 30%.
- Managed a region servicing 40+ countries and 40+ Fortune 500 clients and agencies, building and leading the EMEA Client Success team.
- Led global account onboarding including P&G (40 countries), Nestlé (35 countries), SC Johnson, Mondelez, Samsung, Publicis and GroupM.
- Produced ~1.5 FTE in savings by streamlining onboarding; accelerated database configuration by 40% by upskilling the team in SQL.
- Built custom BI dashboards for Nestlé and GroupM; ran hundreds of training and engagement activities for key EMEA clients.

ENTREPRENEURIAL VENTURES

Founder & Creator, Promptzilla 3000 — Apr 2026 – Present

- Independently conceived, designed and launched a SaaS platform (promptzilla3000.com) that lets AI builders and prompt engineers validate prompt and multi-agent system performance before it reaches production.
- Designed a generate–test–optimise workflow with an automated testing suite that scores outputs against real-world and adversarial inputs.
- Built and launched a freemium-to-subscription model with bring-your-own-API-key architecture; own the full product lifecycle — UX, pricing, positioning and go-to-market — alongside a full-time role at WPP.

CAPABILITIES

Growth & Revenue: Consultative growth strategy, enterprise SaaS sales, pitch leadership, GTM planning, pipeline & forecasting, renewal management

AI & Product: Generative AI strategy, AI agent design, prompt engineering, agentic workflow automation, SaaS product development

Customer Success & Leadership: CS strategy & operating model, retention & churn reduction, team building, stakeholder & change management, C-suite reporting

EDUCATION & CERTIFICATIONS

BS, Journalism — Advertising, University of Kansas

AI Fluency: Framework & Foundations (Anthropic) · Certified Customer Success Manager (Success Hacker) · Prince2 Foundation & Practitioner (PeopleCert) · Prompt Engineering for ChatGPT (Vanderbilt) · Programmatic Foundations (TPA Digital) · additional AI/marketing coursework via Google, LinkedIn and Uplimit.