



JONATHAN PALMER
HEAD OF BRAND, LEAD TALENT

BRAND CLARITY THAT POWERS COMMERCIAL SUCCESS

I'm Jonathan Palmer, Brand Expert at Lead Talent. With over 20 years' experience across global brands, UK retailers, and top-tier brand consultancies, I bring a rare blend of strategic clarity and creative energy.

At Nike, I learned how brand goes far beyond messaging - becoming identity, community, and movement. This mindset shaped my approach leading Run To The Beat, one of the UK's most iconic running events, where I drove brand engagement by building emotional connections that extend well beyond race day.

From defining brand purpose and personality to delivering high-impact campaigns and immersive experiences, I create brand journeys that resonate on every level - inspiring loyalty, advocacy, and commercial success.



WHAT I DO:

- ✓ Define brand purpose, positioning, and personality.
- ✓ Craft strategic brand messaging and tone of voice.
- ✓ Develop scalable brand systems and visual identities.
- ✓ Align creative execution with business and growth goals.
- ✓ Lead campaign and go-to-market strategy.
- ✓ Build internal brand engagement and cultural cohesion.



WHAT OUR CLIENTS SAY:

"Transformational impact."

"The Bright Futures proposition is clearer and more focused; our audience is more engaged; and our team more motivated."

Rachelle Russell, Operations Director, Bright Futures

"Sharpened our identity across every channel."

"Lead Talent redefined our values and proposition — with huge impact on our digital and physical brand."

Gregg Marrett, Managing Director, Value Staff



LET'S SHAPE A BRAND PEOPLE BELIEVE IN

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MY APPROACH:

At the heart of my work is a belief: clarity wins.

In complex markets, your ability to stand apart isn't just visual - it's emotional. It's about distilling what your brand really means to the people who matter. That's where I come in.

Every brand challenge is unique, but I bring a structured yet flexible process that combines strategic insight, deep listening, and creative thinking - producing solutions that drive awareness, alignment, and action.

EXPERTISE AT A GLANCE:

- ✓ Brand development & repositioning.
- ✓ Campaign strategy & execution.
- ✓ Global brand experience (Nike, Reebok).
- ✓ Consumer & B2B brand strategy.
- ✓ Multi-channel messaging and activation.
- ✓ Insight-led creative development.
- ✓ Internal brand engagement & culture alignment.
- ✓ Experiential brand activation & live event engagement.

