MONIA JOHANSSON

MARKETING & BRAND EXPERT

CONTACT

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LinkedIn | Portfolio

CORE EXPERTISE

- Ai Marketing & Customer Service Implementation
- Marketing & Growth Strategy
- Go-to-Market Strategy
- Customer Acquisition
- International Expansion
- Partnerships & Affiliates
- Digital Marketing
- Communications & PR
- Commercial Strategy
- Team & Agency Leadership
- Brand Transformation & Positioning

LANGUAGES

English • Swedish • Norwegian
Danish • Spanish

LEADERSHIP & AFFILIATIONS

Mentor — Harvard Business School Program

Member — Forbes Communications Council

EXECUTIVE PROFILE

Senior marrketing and brand leader with 19+ years of experience building and repositioning brands, driving growth and leading high-performing marketing functions across the UK and US.

Proven track record in brand transformation, go-to-market strategy, international expansion and commercial growth across high-growth and established organisations.

EXPERIENCE

FOUNDER

Independent Marketing Consultancy | *New York & London | Sep 2024 - Present*

Provide CMO-level strategic leadership and advisory support to businesses navigating growth, repositioning and organisational change.

- Advise founders and leadership teams on brand transformation, market positioning, growth strategy, customer acquisition and go-to-market planning.
- Provide project-based leadership across marketing strategy, team and agency management, communications, partnerships and commercial growth.

CHIEF MARKETING OFFICER

VOX Funding | *New York & London | Sep 2025 - Aug 2026*

Led the transformation of VOX Funding's marketing strategy, repositioning the US financial services business from a primarily B2B model into a consumer-facing brand while developing new growth channels and supporting UK market expansion.

- Led the rebrand and repositioning from a B2B-led business to a B2C-facing brand, developing the positioning, messaging and marketing strategy required to reach small-business customers directly.
- Working with the leadership team on market positioning and go-to-market planning for new product solutions.
- Created the company's core values and translated them into a strategic brand platform, strengthening internal culture and external positioning.
- Created and launched Funding Forward, an initiative supporting small businesses - with a particular focus on underserved and women-founded companies.
- Developed an affiliate and partnership programme to create a scalable customer-acquisition channel and drive growth through strategic partners.
- Part of the strategic team developing an AI-enabled customer service model, designed to support the shift to B2C, increase lead-handling capacity and enable more scalable customer acquisition.

HEAD OF MARKETING

CH&CO - Company of Cooks | *London | May 2021 - Aug 2024*

Led marketing for CH&CO's leisure sector across 50 restaurants, cafés and event spaces, including the Royal Palaces, Royal Opera House and Royal Academy of Arts.

- Led the Company of Cooks brand refresh, strengthening market position and supporting £120m in contract retention.
- Directed high-profile restaurant launches that surpassed first-quarter sales targets, and developed Community Blend coffee, raising £100k in year one to support barista training for unemployed individuals.

EARLIER EXPERIENCE

MARKETING DIRECTOR

Benugo | *London | Jan 2019 - Jun 2020*

- Led a six-person marketing team and integrated strategy across retail, restaurants, catering and events, supporting approximately £150m turnover.
- Oversaw Benugo and partner brands across 120+ sites, including the British Museum, Royal Parks, John Lewis, Historic Environment Scotland and Eurostar.
- Supported tender strategy and presentations that secured £33m in new and retained business in year one and £181m over the lifetime of contracts.

HEAD OF MARKETING

Black Sheep Coffee | *London | Jun 2017 - Dec 2018*

- Built the foundational marketing strategy as the business scaled from 3 to 23 venues in one year.
- Led visual merchandising, communications and digital teams and developed brand guidelines to support franchise and international expansion.

OPENING MARKETING CONSULTANT

Aquavit London | *London | Sep 2016 - Jun 2017*

- Led launch marketing for London's first Nordic all-day dining restaurant, a £6m investment and franchise of Michelin-starred Aquavit New York.
- Directed brand identity, PR and communications; the restaurant achieved a Michelin star within its first nine months.

MARKETING & EVENTS MANAGER

French Tuesdays | *London | Apr 2012 - Aug 2016*

- Delivered experiential campaigns and premium-brand partnerships across leading London venues, creating B2B and B2C commercial opportunities.
- Launched seasonal events that contributed to a 25% increase in annual profit.

FMCG NPD & MARKETING MANAGER

Savencia (formerly Bongrain) | *London | Apr 2012 - Apr 2014*

- Developed dairy product concepts and commercial opportunities for the UK retail market, working with M&S, Waitrose and Tesco.
- Replaced competitive Tesco listings and increased ROI by 33% through research, packaging innovation and product development.

CREDENTIALS & AFFILIATIONS

EDUCATION

Bachelor of Business Administration, Marketing Management

MENTOR

Harvard Business School Program

MEMBER

Forbes Communications Council