

# Happy Clients

A few testimonials





I've worked with lots of consultants over the years and I have to say that Simon is up there with the best of them.

What I love about his approach is that nothing is ever ripped off and replaced – each project, strategy or big idea is treated with the respect, patience and innovation it deserves....and as such we've always been able to deliver something we've been proud of.

Great guy, easy to collaborate with and anyone would be lucky to have a chance to work with him.”

*Caroline Lotinga, Business Director EMEA, MOI Global, London, UK*





You need to know there's an expert in your corner when starting up. And with Simon, you have that expertise right there in your corner.

What first got me interested in Simon's work is that he started at Saatchi & Saatchi and has access to the latest intelligence and 'war rooms' that the world's top creative agencies have too – and he simplifies this when needed.

But one of Simon's speciality is preparing people to launch and giving people the principles and processes to launch too. It makes me feel at ease that I can run any thoughts past Simon at any time – and when I have a big idea, I can't wait to run it past him.”

*Rich Northen, Founder Kobu, Kent, UK*





I had the pleasure to work with Simon a couple of times over the years... I was impressed with his audience insight and the ability to tailor experiences and messaging for our key audiences.

I recently worked with Simon on a new product we are launching, his market insight helped us fine tune the brand messaging and create a multi-channel launch strategy.

Simon is a trusted partner and an expert I always call on.”

*Evan Michaels, HELPFUL Co-Founder and CEO, London, UK*





I had the great fortune to work with Simon on a couple of projects during his five months with BCW. He asked for some feedback, and so I will share with you what I shared with him:

**Simon: What I should keep doing and why?**

Me: Keeping your strategies simple and clear. And trusting your instinct. You are someone who gets a quick intuitive feel for a brief and then immediately interrogates that with your quant and qual nous - I found that to be an impressive and compelling combo and it always got us somewhere that made sense to me very quickly – this is how I love to work!

**Simon: What I should do less of and why?**

Me: Probably fewer huge quantities of coffee really late in the afternoon 🙅”

*Helen Searle, BCW, Global Chief Client Office, London, UK*





Simon was a key additional resource to our PR teams with social expertise to share the load, bounce ideas off of and be a reliable source of information for current, up-to-date social trends.

He is an intelligent, like-minded professional and every team member who worked with him enjoyed having a detailed conversation about the merits, pros/cons of different social platforms for brands.

One team member said *"He reminded me why I got into social strategy in the first place. It was an inspiring couple of chats."* We would be incredibly happy to work with Simon again in the future."

*Guy Wolfenden, Director Of Operations, Citizen Relations & Consultant, London, UK*





I was looking for an experienced external consultant to facilitate a positioning workshop, who would guide the strategic thinking process required to reach a unique brand proposition.

Simon worked collaboratively with me to get to the heart of the brand, its challenges and create an engaging structure to the day. During the workshop itself he showed great professionalism, being able to read the room and win over a crowd that was tough to start with.

Referencing insightful examples he deftly landed on a territory and positioning that competitors would struggle to replicate. I have no doubt that we exceeded the expectations for the day as the team remained energised throughout.”

*Daisy Pack, PR Director, Consultant, London, UK*





I had the pleasure of working with Simon through Southpaw ad agency many years ago during my time at Honda. Back then we were at a pivotal point of the business looking to really radicalise the motorcycle industry across Europe whilst launching some incredibly exciting new products. Simon was fantastic at offering his strategic brilliance in both planning and brand positioning.

He was fairly new to the senior team when he came on board to the Honda account but I was particularly impressed by his ability to grasp the complexity of the European business so quickly and truly get to grips with our consumers, challenges and future vision. He was a great addition to the team and a real pleasure to work with. Today, irrespective of the business or industry I work in, I still reach out to Simon for advice and continue to follow his fantastic posts and blogs for inspiration.”

*Teresa Rizza, EU Head Of Global Communications & Digital Marketing, London, UK*





I always get a quick response to my cries for help. Simon has been my saviour and he never gets annoyed when I bombard him with questions, and if I don't quite understand first-time what he's teaching.

Not only is Simon so competent in his field, he is very patient and understanding of everyone's needs. He's also very different from another expert who paid £100 just for a phone call, who then just tried to sell me training courses.

Instead, Simon is very knowledgeable, very patient and passionate with everything he does. He's a real, genuine guy. Simon was recommended to me and I had spoken to him before signing up, and I found him very easy to chat to, so there was no hesitation.”

*Dennie Smith, Founder, Old Style Dating, Surrey, UK*





Simon is simply a brilliant, clear thinker with an ability to just get up to speed so quickly and a true collaborator. Full of ideas and energy - he not only settled in with the team but also had an immediate impact on our business.

Having Simon on the team was an absolute pleasure and nothing phased him. Beyond work - he is also a really charming, humble bloke.”

*Andrew Chaplin, Client Strategy Director, Transmission, London, UK*



**If you'd like to speak to a previous client by phone to understand more about how Simon works, email [simon@thebrainwheel.com](mailto:simon@thebrainwheel.com) and we'll aim to set up a call for you.**



# Thank you

:)

