Jon Whitby

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Digital Customer Experience & Marketing Technology, Data Strategy & Commercial

Experienced senior leader with 18+ years across SaaS, insurance, and travel. I specialise in building seamless customer experiences and scalable growth systems that deliver measurable impact. With a foundation in design, I bring together data strategy, performance marketing, UX, and product to align teams around what matters most: the customer. I've led global teams across startups and enterprises, managed eight-figure budgets, and delivered over $130M in annual revenue. Whether mapping journeys, embedding analytics, or driving omnichannel engagement, I move fast, with a clear eye on long-term outcomes.

Selected Achievements & Metrics

- Increased Marlee Activation rate to 59% and AHA rate to 22%
- Doubled Marlee user growth in 12 months through product-led growth strategy
- Delivered $130M+ in annual GWP across travel insurance brands
- Reduced average CPA by ~20% with unified attribution modelling
- Implemented SCV and lifecycle personalisation across multiple platforms
- Led AI-powered content creation strategy at Marlee to scale output with a lean team
- Managed 8-figure marketing budgets, leading cross-functional teams across 3 continents

Head of Performance (Growth, CX & Analytics)
Marlee | Aug 2023 – Present
Reporting directly to the founder at this early-stage SaaS platform, I lead growth, analytics, and CX initiatives. I've designed scalable systems that connect data, user behaviour, and experience strategy, balancing fast experimentation with sustainable growth.

- Built a single view of the customer using Segment and downstream platforms, enabling personalised lifecycle comms and increasing conversion
- Implemented Braze (Marketing Platform) for omni channel experience
- Created a unified data framework supporting strategy, product prioritisation, and investor reporting
- Led Marlee's shift to product-led growth, increasing acquisition by 100% through optimised onboarding, feature adoption, and lifecycle comms
- Delivered a marketing automation migration to support real-time, event-triggered messaging, lifting engagement and retention
- Used AI-powered content generation tools to scale editorial and visual content, enabling lean content operations
- Fostered a data-led, user-centric culture, enabling autonomy and shared ownership for customer outcomes
- Played a critical role in rebranding the company from Fingerprint for Success to Marlee, including brand strategy and positioning to reflect a bolder, more accessible performance product

General Manager, Customer & Digital
nib Travel | Aug 2022 – May 2023
Brought in to lead a new business unit focused on the full B2C and B2B customer lifecycle across multiple brands. I owned the customer experience from platform entry to servicing, driving satisfaction and business performance.

- Delivered SCV across brands to personalise service and reduce cost-to-serve
- Implemented Tealium CDP and Salesforce MC to lift repeat purchase and engagement
- Mapped the end-to-end journey to reduce friction, backed by qual/quant insights and usability testing
- Created an impact framework linking CX initiatives to NPS, retention, and revenue
- Streamlined MarTech stack, reducing spend by $500K and increasing control and speed
- Held revenue accountability across the customer and digital lifecycle, including forecasting performance across retention and reactivation strategies

General Manager, Brands & Marketing
nib Travel | Feb 2020 – Aug 2023
Led global B2B/B2C brand strategy and performance marketing across 100+ countries with a team of 34 and an eight-figure budget. Oversaw acquisition, lifecycle, retention, and post-COVID commercial recovery.

- Returned direct brands to $130M+ GWP within 8 months of borders reopening
- Launched and executed a go-to-market strategy to re-engage global audiences post-COVID across multiple international markets
- Reduced CPA by ~20% through unified attribution and ROI visibility
- Shifted channel mix to grow organic/owned traffic and reduce paid reliance by 7%
- Led revenue forecasting, budgeting, and commercial target setting across all digital and brand marketing functions
- Launched a new brand vision and purpose, increasing team alignment and engagement
- Consolidated SureSave into nib Travel Insurance, retaining agency networks through clear comms and training
- Led international brand strategy and localisation efforts, ensuring alignment with market nuances and regulatory requirements

Head of UX & Performance (Growth)
World Nomads | Aug 2016 – Feb 2020
Owned digital performance of the World Nomads website globally, overseeing UX, experimentation, and data strategy.

- Drove double-digit YoY growth to over $100M revenue
- Boosted purchase conversion from 17% to 24% through A/B and MVT testing
- Developed pre-purchase behaviour tracking to inform spend and content performance
- Embedded test-and-learn culture across product and marketing

- Grew monthly traffic to over 750K monthly users via data-led content and CRO strategy
- Supported international expansion across emerging markets and adapted UX to meet local expectations and regulatory contexts
- Wove brand marketing and growth storytelling into every user journey, enabling performance teams to deliver emotion-driven acquisition campaigns

Director of UX & UI (Founding Team)
Spacer | *Jul 2015 – Oct 2016*
Built and led product and experience design from zero to launch at startup stage.

Head of Digital Performance | World Nomads Group | 2015–2016
Owned optimisation strategy, structured testing, and cross-channel journey performance.

Senior UX Designer | World Nomads Group | 2013–2015
Designed key user flows and product experiences across global platforms.

Founder & Creative Director | StudioJWD | 2011–2013
Built and led a creative consultancy working with brands in fintech, retail, and media.

Soft Skills & Motivational Strengths

- **Strategic Foresight:**Naturally future-focused, I anticipate trends and design for what's next, whether in customer behaviour, product strategy, or organisational evolution.
- **Creative Problem-Solving:**I thrive in ambiguity, leveraging curiosity and a nonconformist mindset to challenge assumptions and uncover innovative, actionable solutions.
- **Fast, Decisive Execution:**I move with speed and confidence, even with incomplete data, balancing intuition and insight to drive momentum in complex environments.
- **Commercial Curiosity:**Deep interest in how businesses operate and grow, I'm energised by understanding the mechanics behind revenue, value exchange, and scalable systems.
- **Adaptability & Resilience:**Flexible by nature and grounded under pressure, I've led teams through crisis, pivots, and change, always with clarity, empathy, and focus on outcomes.
- **Empowering Leadership:**I build teams that care deeply about users, encouraging autonomy, experimentation, and shared ownership of customer impact.

Core Skills & Capabilities

- **Digital Client Experience & Marketing Technology (CX) Strategy:**Customer journey mapping, NPS & CSAT programs, user testing (quant & qual), friction point analysis, end-to-end service design
- **Data & Analytics:**Single customer view (SCV), client data platform and analytics ecosystems (Segment, Tealium), attribution modelling, Amplitude, GA, Looker Studio, performance dashboards

- **Growth & Lifecycle Marketing:**Product-led growth (PLG), cross-channel strategy (email, content, paid, SEO), marketing automation, CRM (Salesforce Marketing Cloud), retention & reactivation
- **Leadership & Culture:**Global team leadership, cross-functional collaboration, coaching & mentoring, embedding test-and-learn culture, stakeholder engagement
- **Design & Experience:**UX strategy, UI optimisation, design systems, usability testing, Figma, Adobe CC, human-centred design
- **Commercial Performance:**P&L ownership, revenue growth, conversion optimisation, CPA/CAC efficiency, brand consolidation, go-to-market strategy
- **Technology & MarTech:**CDP integration, marketing automation (Braze, SFMC), analytics platforms, CMS, experimentation frameworks (A/B, MVT), self-serve tooling

Education & Certification

- Tier 2 General Insurance Compliance, ANZIIF (2020)
- Middle Manager Program, AGSM @ UNSW (2018)
- BA, Graphic Design, Falmouth University (UK, 2006)

Board Experience
Director, The Footprints Network (2020–2023)