

ROSS ESPIE

Golf Membership Manager

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Results-driven Account Manager with 6+ years of experience in B2B sales and client partnership, adept at driving revenue growth and expanding commercial relationships. Proven ability to manage senior stakeholder expectations, negotiate six-figure+ budgets, and deliver integrated solutions that align with client objectives. Eager to leverage expertise in account management and commercial negotiation to fuel corporate membership growth for MASHIE Golf UK, driving new business acquisition and enhancing member value.

Work Experience

Account Manager – Brand & Social (Client Partner / Commercial Lead)

09/2025 – Present

Dentsu • Manchester

- Oversee senior commercial relationships for Mondelez UK & Ireland, holding accountability for account performance across a seven-brand FMCG portfolio.
- Serve as the primary client partner, positioning and selling integrated social, influencer, PR, partnership, and paid solutions aligned with brand and commercial objectives.
- Influence six-figure+ annual budget allocation, scope expansion, and channel investment decisions.
- Drive account growth and retention by identifying opportunities to expand service adoption and deepen partnership value.
- Manage performance reporting, KPIs, and executive readouts, linking platform performance and investment to commercial outcomes.

Senior Brand Partnerships Manager (Commercial Account Lead)

01/2023 – 07/2025

TransLink • Vancouver

- Spearheaded and expanded a portfolio of strategic commercial partnerships, serving as the senior account owner for global brand partners.
- Integrated campaigns and app-based platform solutions, positioning transport media and digital products as key growth drivers for partners.
- Maintained accountability for partnership performance, renewals, and expansion, contributing to a 53% year-on-year increase in sales.
- Cultivated and managed partnerships with Marvel, Ticketmaster, and major sports and entertainment brands, fostering long-term value and repeat investment.
- Led and developed a team of 9, ensuring high-quality delivery, stakeholder satisfaction, and commercial accountability.

Head of Global Accounts / Senior Account Manager

09/2020 – 12/2022

THG Ingenuity • Manchester

- Served as the senior commercial account lead within THG Ingenuity's technology-led DTC commerce platform, driving growth across a portfolio of global brands.
- Promoted, scoped, and expanded adoption of creative and marketing services, THG cloud and localisation solutions (THG Fluently), and comprehensive e-commerce capabilities.

- Collaborated with product, engineering, cloud, and fulfilment teams to position and deliver fully integrated DTC solutions, including warehouse fulfilment and global logistics.
- Achieved 126% of revenue targets for the Nestlé wellness portfolio during Black Friday 2021, demonstrating strong financial performance and expansion.
- Managed senior client relationships, renewal discussions, and performance reporting across international markets.

Account Manager

06/2019 – 09/2020

Shopper Media Group • Manchester

- Managed multi-channel campaigns across fashion, FMCG, and beverage categories for prominent clients including Nike, Mondelez, and Heineken.
- Functioned as the day-to-day account owner, overseeing scope, timelines, and stakeholder expectations.
- Executed integrated digital, retail, and experiential activations aligned with client KPIs and partner objectives.

Sales and Marketing Management Trainee

06/2017 – 06/2019

Coca-Cola HBC • Belfast

- Supported field sales and national account sales activities, successfully promoting space, promotions, and visibility across major UK and Irish retail partners for Coca-Cola and key brands such as Smartwater, Monster Energy, and Fanta.
- Liaised closely with national retail accounts to negotiate in-store placement, promotional mechanics, and campaign activation, ensuring alignment between brand objectives and commercial outcomes.
- Participated in media buying negotiations across ATL and BTL channels to support national brand campaigns.

Education

BSc Hons - Business with Marketing

09/2013 – 06/2017

Liverpool John Moores University • Liverpool

- Achieved a first-class honours degree.

Skills

Pipeline & Forecasting

SaaS / Platform Adoption

Contract & Renewal Management

Account Management & Retention

Revenue Growth & Expansion

Solution Selling

Commercial Negotiation

Stakeholder Management (C-level)

Certificates

PRINCE2 Practitioner

PRINCE2