



Managing Brand Touch Points in Real Time



Fiona Blades
President and Chief Experience Officer

Following a career in petfood marketing and advertising at agencies like Leo Burnett, Fiona set up MESH Experience to help clients take quicker and smarter decisions about their marketing investment.

Fiona believes in taking an Experience Driven Marketing approach and pioneered a new way to capture people's experiences with brands – Real-time Experience Tracking (RET). The approach has led to many awards including the International Business Excellence Award in Dubai for creating a one number Marketing Impact Score in May 2017 and the Delta Air Lines Woman Owned Business of the Year award in March 2017.

Fiona values the 8-year collaboration with Cranfield, and in particular with Professor Emma Macdonald and Professor Hugh Wilson, who co-authored an article in Harvard Business Review "Better Customer Insight – in Real Time" where RET was described by HBR as "a new tool (that) radically improves marketing research". This fruitful partnership has led to many academic articles and to Cranfield, MESH and Shane Baxendale being finalists for the UK Innovation awards.

Now living in New York, Fiona is a Fellow of the Market Research Society, a member of the Marketing Society, has contributed to the Cranfield MSc Practitioners Advisory Board and is a board member for Women in Research.