

# Duncan Wagner

## Strategic Digital & Marketing AI Leader

### Professional Profile

Expert in navigating complex organizations, translating emerging technologies into scalable business models, and empowering teams to adopt safe AI capabilities. MSc Student AI & Data Science. Legally entitled to live and work in Denmark.

### Experience

#### 2025–Present **Marketing AI Lead**, *Diageo*, Global

- **AI Strategy:** Defined enterprise AI vision across 10 priority use cases; secured budget for headcount and incubation, delivering £5m in savings in 2025.
- **AI Governance:** Chaired monthly Marketing AI Council to triage opportunities and mitigate risk; managed a £100k quarterly seed fund to scale high-potential projects via "Dragon's Den" style pitching.
- **AI Education:** Upskilled 5,000+ employees on core use cases; fostered an AI-first culture through enterprise-wide training, "promptathons," a global AI Ambassador program and prototype development.

#### 2022–2025 **Head of Digital Deployment and Marketing AI Council**, *Diageo*, Europe

- **Workforce Empowerment:** Led hiring and onboarding for 7 FTE Digital Hub; mentored teams while managing global vs. local market needs.
- **Change Management:** As head of Marketing AI Council launched 6 global standards for responsible and scalable AI governance across Diageo markets, enabling safe adoption of new AI technologies while decommissioning high-risk solutions.
- **AI Investment:** Led buy-vs-build assessments for emerging AI capabilities (LLMs, copilots, automation tools), evaluating commercial, technical, and risk trade-offs to inform long-term enterprise AI roadmap decisions. Secured £1m in 2024 investment.

#### 2019–2022 **CRM & Digital Media Manager**, *Diageo*, London/DACH

- **Strategic Vision:** Managed £6m budget, delivering 10% market share growth for key brands through data-driven insight across Amazon, Google, and Meta. Delivered an average 6:1 ROI on media spend.

#### 2016–2018 **Digital Marketing Manager**, *The Whisky Exchange*, London

- **Operational Excellence:** Managed £750k budget, delivering a 4:1 ROI by fostering a culture of continuous testing and peer-to-peer learning.

#### 2015–2016 **Senior Marketing Executive**, *Berry Bros. & Rudd*, London

- **Capability Learning:** Leveraged 80,000 customer database to teach A/B testing, increasing open rates to 25% via weekly educational campaigns.

#### 2013–2015 **Campaign Manager**, *Laithwaite's Wine*, Reading

- **Resource Management:** Coordinated complex email lifecycles for 800,000 customers and managed £500k budget while aligning global business partners.

### Education

2024–2026 **MSc Data Science & AI**, *University of Liverpool*

2025 **AI for Business Innovation**, *Imperial College London*

2008–2011 **BA History**, *University of Exeter*

### Skills

Leadership Strategic Vision, Change Management, Business Partnering, Workforce Empowerment.

Technical Microsoft CoPilot, Google Ads/Analytics, OpenAI API, Salesforce CRM

Languages English (Native), French (Advanced), Danish (Beginner).