



ENGINEERED TO EMPOWER

Rebecca Wilson

Real Stories. Real Impact: Driven by Trust

November 2024

Beyond the Drive: Shaping the Future of Automotive



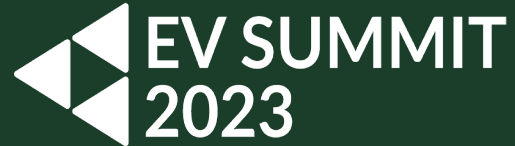
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I've made it my mission to fuel dynamic growth and visionary innovation by sourcing 'out the box' opportunities.



Marketing event 35k attendees. Brands such as GSK, Uber, Unilever, Boots, Suzuki.

- [Hosted data session talk](#)
- Pioneered sponsorship deal. ROI = 27%
- Leveraged exceptional rapport with Founder to secure 15% discount.



Automotive retail conference 500+ audience.

- [Demonstrated data proof points to EV market](#)
- Created x2 new business opportunities (Pendragon & Renault Retail).



Marketing services BU = data-driven solutions to optimise advertising performance.

- Keynote speaker at All Hands to influence analytical capabilities, pushing in market
- x4 opportunities from wider GTM
- Launched EV & Cost of Living platforms that I spearheaded.



Global network empowering women in automotive

Events hosted globally throughout each CY.

- Invited to be an ambassador 2024 EUR
- Formed new relationships with top voices in auto like VP of Auto, Capgemini and CEO, Philips, Bosch
- Initiated new relationships with JLR, Mercedes, Harman Kardon (EUR).

Cultivating connections: Lucrative outcomes

Guiding, growing, and giving back is part of my DNA!

Secured & self-sourced mentorships	Donated volunteer hours	Committed to mentoring and coaching	Recognised success
 Merkle a dentsu company  MuleSoft  ankura  keyloop  Boots  experian Vice President Strategic Director Senior Managing Partner Strategic Director CMO ISBA President Managing Director	 ageUK  Waltham Forest  RDA 348 56 29	 enterprise  Sagacity  OMODA JAECCO Sales Manager Account Executive Head of Brand & Marketing	 experian  experian  VW Client success award x2 Colleague spot awards x5 Customer success week contribution

Cross-functional feedback



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Sunman, Richard

Specialist Sales Director - Auto
Regional Business Functions-GoTo...
UK Field-Based
07929354220

Ive worked with Bex during the last 2 years. She has a fantastic attitude and hunger to make deals and has been a real asset for the auto team

Marlow, Brett

Strategic Client Director
Regional Business Functions-GoTo...
UK Field-Based
07814773318

Couple of lines below about my thoughts as an individual.

Bex is an extremely friendly, positive member of the wider account team engaged in the Auto Finance space. She is extremely passionate and brings a high level of enthusiasm to her client engagements.

Page, Jonathan

To Wilson, Bex

Hi

Thank you for your amazingly help presenting to the team. Your insight and knowledge really helped the team in our understanding of the tool. Also your proactive support has been invaluable and shows the one Experian mentality.

Thanks

JP

Jonathan Page

Head of CRM Operations and Data | Experian Consumer Services

Email: jonathan.page@experian.com
Mob: 07866116739

Clive Gosling | Head of Consulting | Experian

Bex is one of the most enthusiastic and energetic account managers I have had the pleasure to work with. No stone is left unturned, and every avenue is explored to enhance the client experience. Your only problem will be trying to keep up !!!

21/11/2024

Rebecca Wilson

Brendan Abbott CLMP | New Business Director | Experian

Bex adds passion, enthusiasm and drive to teams. She is results driven through building solid relationships internally and externally. If I could bottle Bex's enthusiastic attitude I'd be a millionaire. I wouldn't hesitate to work with Bex anywhere.

Client and colleague testimonials

Cross-functional feedback



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Andrea McDonald | Product Director | WorldView | Experian

It has been a joy to work with Bex during the last 2 years, in her role as client lead. I can confidently say that she is one of the most dedicated, hardworking and enthusiastic team members I have had the pleasure of working with. Her professionalism and work ethic are unparalleled and she constantly goes above and beyond to ensure that outcomes for her clients are first-class. This is as a result of Bex's ability to build strong relationships within internal teams and also with clients. Bex has a unique skill which allows her to build and lead cross-functional teams, working with them to achieve a common set of goals, successfully.

I highly recommend Bex for any sales role and am confident she will positively impact any organization.

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Josh Torok | Strategic Partnerships and Digital Growth | Experian

Bex is a really enthusiastic and spirited account director who cares a lot about her clients and wants what's best for them at all times. Confident presenter and warm presence in any team.

Cross-functional feedback



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Elaine Armitage | AUTO GTM Account Director | Experian

Bex has a huge wealth of knowledge around sales and marketing and has shared this valuable insight with a huge number of clients that we worked together on.

In over 30 years of Account Management Bex is one of the most enthusiastic Account Directors that I have ever had the pleasure of working with in a collaborate and professional capacity.

She dedicates all her knowledge and expertise around delighting her customers, driving sales and hitting her targets.

I would highly recommend Bex and she will be an amazing asset in any Sales/Account Management Positions.



Izabella Jagiello-Marks | Vice President

Rebecca's passion and enthusiasm for her role is what makes her a fantastic colleague. She is incredibly knowledgeable about the auto industry and her personal interest for the sector shines through her approach to work. Rebecca consistently seeks feedback as she always strives to achieve great things in her role.



Harry Hiscock | Business Development Manager | Experian

Rebecca is a great natural leader and people person who taught me pretty much everything there is to know about sales, managing clients, and hitting targets. Her wealth of knowledge and personality made her an amazing superior to myself. I couldn't ask for a better mentor and owe a lot of my personal development to Rebecca and I am extremely thankful and grateful for the care and attention to detail that Rebecca showed me!

Global teams cross-functional feedback



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[Brian Pence | Account Director | Experian | USA](#)

To whom it may concern, I'm offering my thoughts on Bex Wilson and the tremendous positive experience I've had working with her thus far. Bex and I have collaborated for opportunities to support Aston Martin brand that involved some fairly sophisticated consultation with the client, as well as industry knowledge, creativity and the ability to derive insightful solutions for our client. I will say that Bex has very strong relationship management talent with clients and is an absolute pleasure to work with in terms of relationship building and her business acumen. If you have any questions you wish to ask regarding my working relationship with Bex, please contact me directly as I am very happy to oblige you. Thanks so much for your attention. Brian Pence.



[Byron Highfield | Senior Partner Manager | Experian](#)

Bex has been a great advocate of collaborating to win, working closely with us here within the EDQ team to help drive the value of how our tools can work alongside EMS solutions to help resolve certain pain points Aston Martin are having. Alongside this, she has taken time to learn more about our Salesforce & Microsoft integrations and actively seeking further opportunities we can work together on. Thank you so much for your dedication.



[Matt Palmer | Strategic Client Director | Experian](#)

Bex is an energetic enthusiastic member of the team who puts the customer first, she has a passion for learning and has excellent relationship building skills. Her energy is infectious and she will be an asset to any business.



[Steve Farr | VP Solutions Experian PLC | FCIM | Experian](#)

It has been a great pleasure working with Bex. She brings a dynamism and an originality of thought that can turn a project into something really special. Bex is also a highly skilled and engaging presenter - drawing others into her enthusiasm for the subject matter with wit, intelligence and empathy. If you meet with Bex you will a) learn something new, and b) become enthused that what you have learned is something very important.

Client feedback – Sumitomo Rubber Industries



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[EXTERNAL] Note of thanks



Matthew Pearson <matthew.pearson@micheldever.co.uk>

To Wilson, Bex

Cc Hitesh Mistry



Just want to say a huge thank you to Bex and the team.

I just wanted to share a quick note and let you know that you and the team do a really good job for us, and we appreciate it.

It's great how easy you all are to work with and that even at the drop of a hat you support with ad hoc requests. Recently when we requested some insight around Big Data and Bex went above and beyond to support and exceeded our expectations providing some useful and detailed work, also Bex and the team were able to support with a very short notice request to support with a prospecting campaign which was invaluable to us as a business, they turned it around within a week allowing us to deploy on time.

We have recently gone through a structure change internally and as part of that we had a review with Bex and Justin to understand how this impacted the overall relationship. It was really useful for us all to further understand our requirements and our relationship has now changed because of it and it's working really well.

It does feel as if you are an extension of our team!

Again, Thank you!

Matt Pearson

Database Marketing Manager

21/11/2024

Rebecca Wilson – Engineered to Empower

Client and colleague testimonials

Client feedback – Honda

[EXTERNAL]



Andrew Partington <Andrew.Partington@honda-eu.com>

To  Wilson, Bex

HONDA

Hi Bex,

Lovely to catch up this morning, and thanks for the update on US.

From my perspective, Bex sets the benchmark as an account Director. From the caring attitude, and high level of communication, she works tirelessly to engage all stakeholders and ensure that delivery is on time. What is also refreshing is the way that Bex ensures that the client maximises the value for money from the data purchased, using her extensive industry insight and knowledge, and a unique perspective that as a client we do not always have.

With her energy and dynamic approach, to ensuring a project is delivered on time, I could not ask for more. Bex meets and exceeds the previous level of account management that we have previously experienced with Jo Eames, and always looks for opportunities to bring in further Experian experience and data – these may have a cost impact however the benefit will always outweigh the cost.

Bex has delivered every time, and always ensured that with her drive, even unwilling third parties are brought along on the journey.

Kind regards,

Andrew Partington

Client feedback – Transform Agency

Hi Bex,
Hope your weekend was ok considering your news. Hopefully the below is helpful? Good luck!
Will



We've been working with Bex on our automotive clients for a couple of years and her service has been excellent. She has a deep understanding of both the automotive sector and Experian's product range which means her advice is always helpful. She's a pleasure to work with, putting effort into relationships and is focused on existing as well as new business. She clearly likes her role, is very good at it and so it would be shame for Experian to lose her.



Transform

Will Lowe (he/him) [\(why pronouns?\)](#)
Chief Data Officer
M +447925892436
transformUK.com



Client feedback – Volkswagen Group

Hi Bex – hope you had a great weekend. As requested, here's some feedback

- You've always been really helpful in helping us get more from the Experian data. For example the recent set of slides you put together for our "Customer Week" were great in outlining how we can get more value from Experian data – including some data we currently don't have - such as the Driveway model could really help us with currently high profile business questions. This is something we're very keen to take forward so thank you for this.
- Your knowledge of the automotive sector is very helpful, having an in depth perspective of the retailer side as well as understanding the possibilities of how data can help us is very helpful.
- Great to work with - no exaggeration to say you are one of – if not the – most enthusiastic person I have worked with and have a very positive “can do” mindset. Always a pleasure to work with.

Best of luck with all that's going on, hope you get a positive outcome from it all.

If you need anything else just let me know

Thanks

Graham



Graham Easton | Insight Manager- Predictive Analytics | Customer Data & Intelligence | Customer Experience | Volkswagen Group UK



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Volkswagen Group UK, Yeomans Drive, Blakelands, Milton Keynes, MK14 5AN



graham.easton@vwg.co.uk

Client feedback – Sytner Group

[EXTERNAL] Testimonial



Ben Scholes <benscholes@sytner.co.uk>
To  Wilson, Bex



Hi Bex,

Here's something I've pulled together to convey my thoughts on our relationship and the value you've added to the project.

Bex's knowledge of the sector is truly impressive, demonstrating a deep understanding that goes beyond the surface. Her expertise has proven invaluable in navigating the intricacies of our industry, and her insights have consistently contributed to informed decision-making.

What sets Bex apart is her genuine commitment to understanding our business. She has taken the time to delve into the nuances of our operations, allowing her to tailor her support to our specific needs. This personalised approach has not only streamlined processes but has also enhanced the overall efficiency of our partnership.

Bex's personable nature is a breath of fresh air. She excels not only in her professional capacities but also as a fabulous relationship-builder. Her ability to connect with people across our business has created a dynamic and collaborative atmosphere, fostering a sense of trust and mutual understanding.

Transparency is a hallmark of Bex's communication style. She is forthright about the art of the possible, providing realistic expectations while also exploring innovative solutions. This honesty and candor have been instrumental in shaping a partnership built on trust and reliability.

In every sense, Bex is an asset to Experian. Her dedication, knowledge, and interpersonal skills make her stand out and we are fortunate to have Bex as our account manager.

KR
Ben



Ben Scholes  • 1st
Head of Brand at Sytner Group
Northampton
 3K followers

Client feedback – Trust Ford



Colin Hynd
to me ▾

Fri, Nov 8, 12:06 AM (10 days ago) ☆ 😊 ↩


TrustFord

Thanks for sending this Bex.

- You have the credibility and gravitas dealing at 'C-Suite' level and ability to engage cross-functionally.
- You have a long track record of exceeding the financial targets.
- I have never met anyone who has the ability to embed themselves with the client quite like you, you have a consultative approach with clients
- Earlier in the year, you sent me a message on a Saturday morning geeking out on whether AI could tell customers what car was right for them and Virtual Reality making it appear in their house. This made me smile at the time and it came to mind this evening reading the whitepaper, a firm that is about owning the customer's individual experience will be perfect for you. You have been part of the evolving industry landscape working in the retail environment as it was and then in roles to understand the customer and that their decision making process has moved online before appearing at a site when they are ready to do a deal. That breadth and depth of experience is what is needed to succeed in this role.

I think that bringing through all of the above in terms of relationships, doing the numbers and being comfortable with not only software solutions, but being able to align with the clients strategy are the key qualities that will put you in a strong position to land this one. I am around till Friday 2pm before heading to the airport if you needed to chat though I will also be around early on Tuesday if you need me. Go get 'em.

Colin Hynd | Head of CRM | TrustFord

Client feedback – Arval (BNP Paribas)



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ARVAL
BNP PARIBAS GROUP



[David Lewis | Head Operational Risk and Control at Arval BNP Paribas Group](#)

Have been fortunate to work with Bex over the last year as she was instrumental in helping us develop some important data insights that have helped to drive our strategic decisions. Working as a partner she listens and builds upon ideas to create a true value proposition. Always enthusiastic, Bex lights up conversations with her infectious “art of the possible” approach and as a result of her thought leadership, passion and ability to network her wider team into our requirements we have ended up with a powerful view of our business.



[Vicky Outram | Head of Marketing | Arval - BNP Paribas Group](#)

I have been working with Bex at Experian over the last 6 months. From a customer support side, she is helpful and takes time out of her day to make sure we understand all the information we have been provided. Bex is timely and courteous with all meetings ensuring they are scheduled and driven to meet our needs. Bex is a lovely personable lady who strives to deliver good customer outcomes whilst showcasing the products on offer from Experian. Her taking the time to understand our business and needs enables her to see how Experian can solve our problems and give us insight we hadn't previously considered. In the world of Consumer Duty, this help and insight is invaluable to making sure we meet our customer needs and our legislative requirements. Bex is an asset to Experian.



[Maj Malique | Snr Asset Risk Manager | Arval BNP Paribas Group](#)

Bex was the account manager for a project with Arval where she was a key player. she provided the drive needed to keep the project on track and delivered on time and within budget. Her knowledge and experience was vital in achieving our mutual goal and will look forward to working with her in future endeavours.



"I bring unwavering dedication, a bold strategic vision, and a unique fusion of dynamic energy and out-of-the-box thinking to propel growth and drive transformative change.

Client success is the heartbeat of my approach—meticulously crafting partnerships that transcend traditional boundaries.

I am driven to align with a visionary organisation that champions innovation, ambition, and purpose.

My commitment is absolute: to invest fully, achieve extraordinary results, redefine industry standards, and create an enduring legacy of success.

Thank you."

Rebecca Wilson

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