LEILAH KING-GOTLIB

Global Growth & Marketing Leader | International Markets & Commercial Transformation

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Commercial marketing leader with 19+ years driving revenue and margin across B2B, B2C and B2B2C models in travel, luxury and financial services. Former Global Marketing Director reporting to the CEO, now VP Global Brand & Marketing on a Senior Leadership Team. I build marketing functions that become commercial growth engines, from launch to international scale.

Delivered **over £25m in revenue** through direct and partner marketing, brand building and performance optimisation in more than 20 countries. Trusted by CEOs, MDs and founders to own outcomes through scale-ups, pivots, reorganisations and international expansion.

CORE COMPETENCIES

B2C & B2B Growth Strategy (Global) • Partner Marketing & Lifecycle Management
GTM Strategy & Market Entry • Sales Enablement & Co-Marketing Frameworks
Marketing Org Design & Team Leadership • Full-Funnel KPI Design • Budget Ownership & Forecasting
Digital Acquisition, CRM & Lifecycle Marketing • Ecommerce Growth & CRO • GEO & AI-enabled Marketing
Marketing & PR Agency Management • Commercial & Marketing Data Integration

CAREER HIGHLIGHTS

- **Airport Dimensions (The Collinson Group):** Identified GEO (generative engine optimisation) as a new revenue channel; channel revenue grew 5x in under six months. Moved global marketing for 11 brands from a regional to a global model mid-reorganisation.
- **Travel + Leisure Co.:** Partner-led launch of a new travel platform in 8 countries via 35 B2B partnerships (Mastercard, Vodafone, M&S). 73k+ members in Year 1, 35% conversion, +406% YoY transactions.
- **Canadian Affair:** Turned around marketing after a business model pivot and repositioned the brand to premium value. +10% YoY B2C revenue on a flat budget; Year 3 B2B targets hit in Year 1.
- **Insignia Group:** Unified luxury card and lifestyle brands for international expansion, then built Bordier & Cie's co-branded super-premium card programme from scratch. 4x premium and 2x super-premium card sales.

PROFESSIONAL EXPERIENCE

Airport Dimensions (The Collinson Group) - VP Global Brand & Marketing (maternity cover)

London | Apr 2026 - Present

Lead global brand and marketing for 11 consumer-facing airport experience brands across North America, LATAM, EMEA and APAC (incl. USA, Peru, Brazil, UAE, Qatar, Indonesia, Vietnam, Hong Kong). Report to Global COO and sit on the Senior Leadership Team. Lead a team of 9 plus global PR and digital agencies, and the function's AI agenda.

Key Achievements:

- **Launched a new revenue channel:** Proposed GEO in my interview presentation to the CEO and COO, then led it into the roadmap for D2C sales and B2B visibility. Channel revenue up 5x in under six months and still rising.

- **Stabilised the team through a regional-to-global reorganisation:** RACI models across marketing and cross-functional teams, proactive planning, three new joiners onboarded and promotion pathways for two.
- **Commercialised the function:** MI/BI dashboard towards a single customer view, D-1 performance tracking against budget, attribution modelling under way and tighter cost control.
- **Leading a global brand summit** to set benchmarked brand standards for the largest proprietary brand (43 lounges across North America, LATAM and APAC), with a remediation roadmap and capex plan.
- **Revenue, reach and agencies:** Launched cross-brand selling; built SLAs with parent-group marketing to grow audience and sales; onboarded new PR and digital agencies to reset corporate positioning and hit a higher online sales target.
- **Led the function's AI agenda:** business cases for new tools, a monthly AI forum, AI agents for data analysis and on-brand copy, and a bi-weekly competitor intelligence newsletter for the SLT.

LKG Marketing - Senior Marketing Consultant

London | Jan 2024 - Apr 2026

Consultancy following redundancy when Travel + Leisure Co. closed its international operations.

- **Key client, Mobius Vendor Partners (US SaaS):** Launched a Data Analytics & Insights service from GTM to pitch; personally secured the first pilot and paid enterprise projects.
- **Industry engagement:** Speaker at Ecommerce Expo (2024) and Savant London (2025); UK Effie Awards judge (2025).

Travel + Leisure Co. (NYSE: TNL) - International Marketing Director

London | Apr 2022 - Jan 2024

Directed international marketing (excl. North America) for a B2B2C travel platform launch across 8 EMEA & APAC markets. Reported to the MD, Travel Services; team of 5 plus agencies.

Key Achievements:

- **Partner-led growth:** Built a partner qualification framework, co-marketing plans, dashboards and localised toolkits, delivering +6.5% compound YoY growth with zero budget.
- **35 B2B partnerships activated** (Mastercard, Vodafone, M&S), negotiating prime exposure on partner channels: 73k+ members in Year 1, 35% conversion, +406% YoY transactions.
- **Six-figure annual savings** by restructuring multi-million pound agency engagements and in-housing key capabilities.

LKG Marketing - Senior Marketing Consultant

London | Oct 2020 - Oct 2021 | GTM, positioning and research for early-stage EdTech, mobility and events businesses.

Canadian Affair (part of Transat A.T. Inc., TSX: TRZ) - Head of Marketing

London | Jan 2018 - Sept 2020

Led the full marketing function for the UK's largest Canada travel specialist after a business model pivot: brand, creative, data, ecommerce, CRM, PR and partnerships. Reported to the MD; team of 5 plus agencies; B2C and B2B (trade).

Key Achievements:

- **Turned around marketing at pace:** rebranded from 'price-focused' to 'premium value', fixed agencies, data and reporting, and shifted spend from promotions to sustainable demand. Trustpilot from 2.3 to 4.7.
- **+10% YoY B2C revenue on a flat budget** through sharper positioning, segmentation, channel mix, SEO and email; new social strategy added +£100k attributable revenue in Year 1.

- **Year 3 B2B targets in Year 1** after launching trade distribution: PR, trade advertising, agent portal and key account marketing.
- **Rescued and grew partner investment** (six figures, +10% YoY) by rebuilding trust through hands-on co-marketing; introduced full-funnel KPIs and dashboards.

Insignia Group - Global Marketing Director

London | Mar 2015 - Jul 2017

Promoted to lead a fragmented global marketing function across luxury payment card services and lifestyle management. Built the case to restructure and unify the brand for international expansion. Owned global brand, digital, PR, product marketing, creative and ecommerce. Reported to the CEO.

Key Achievements:

- **4x premium & 2x super-premium card sales:** Built Bordier & Cie's co-branded programme from scratch, a first for Insignia: cards, packaging, online application, co-branded banking platform, sales toolkit, wealth manager portal and on-site training.
- **40% headcount cost reduction** by restructuring the global team and centralising operations in London.
- **Digital, product and performance:** Redesigned online banking UX, launched a multilingual CRM-integrated application portal and new card products, and introduced digital tracking for clear ROI.

EDUCATION

BA (Hons) Business Studies & French (specialism: Marketing) - University of Newcastle upon Tyne
Grade: 2:1
Year in industry: Marketing Assistant, AdaCore SARL, Paris | Competitor Researcher, L'Oréal PCI, Paris

LANGUAGES & TECH

Languages: English (Native), French (Mother tongue), Hebrew (Fluent), Spanish & German (Basic).

Tech: Google Analytics, Looker Studio, Power BI, Salesforce, Microsoft Dynamics, Google & Meta Ads, Microsoft 365, LLM agents (Copilot, Claude, ChatGPT, Gemini).