

# Chris Wolf

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Part-hipster, part-geek, Chris Wolf is a one man whirlwind of creative communication. He combines experience across numerous professional disciplines including strategy, user experience, information design, technical production and account and project management (with a bit of music, sport and entrepreneurship thrown in for good measure).

## Professional Experience

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### 2012 - 2017 **Creative Consultant: SustainAbility**

Chris works with the global independent Think Tank SustainAbility, acting as brand guardian and overseeing the production of all campaign communications. He also provides consulting support and training to embed a creative and design oriented approach into the company's processes.

**Radar Magazine:** Relaunched SustainAbility's quarterly periodical Radar as an online magazine. The magazine enjoys a readership of over 1,000 per issue.

**What's Next for Business?:** Leads the online publication of the *Annual Trends Report*. 2016's edition received over 40,000 views in the year of publication.

**The Regeneration Roadmap:** Led the communications for the launch of *The Regeneration Roadmap*, a flagship research output to mark 25 years of progress on sustainable development. The launch included a long-form report, a number of sector specific surveys and series of curated salons. All were promoted through a campaign microsite which has received 53,000 views to date.

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### 2008 - 2011 **Head of Digital Strategy & Project Management: Matt&George**

Strategic leader and project manager of a small, talented team of 9 people at Matt&George, a creative design agency in central London.

**Zizzi Ristorante:** Led on the development of Zizzi Ristorante's first social media strategy in 2010, overseeing the delivery of the strategy against a series of Key Performance Indicators.

**Margaret Howell:** Led on the design and production of the first Margaret Howell online e-commerce website.

**Nissan Infiniti:** Lead project manager on the technical delivery of the Infiniti Visualiser, a localised marketing tool for launching Nissan's new luxury brand across 121 european markets.



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2006 - 2008 **Policy Officer: Ofcom / Department for Culture, Media & Sport**

Assisted in the development and communication of both the Government and Ofcom's policies on Media Literacy in a two year split-secondment.

- Managed the conception, architecture, and early implementation phase delivery of a social network for organisations and projects promoting media literacy in the UK.
- Co-ordinated and drafted The Government's response to the European Commission's Consultation on Media Literacy.

## Awards & Qualifications

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- Official Honoree, Webby Awards 2010
- Certified Scrum Master, The Scrum Alliance
- Undergraduate Honours Degree, Brunel University

## In his other life...

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It's not all screens and code... A youth full of football promise saw him playing semi professional on the south coast for Dover and Folkestone and he still participates in a local charity affiliated team in his home of Dulwich. A keen musician, 2016 saw him release a record with the band We Keep The City Running entitled *Good, Now Repeat...* And he can also be found most weekends at numerous markets across South London running a stall for Rope & Vine, a plants and crafts business he recently co-founded.

