

Daniel Dunton

Programme & Portfolio Director

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17+ YEARS' EXPERIENCE	£8m+ ANNUAL PROGRAMME BUDGETS	70% CLIENT SATISFACTION UPLIFT	80% REDUCTION IN TEAM TURNOVER
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01 About

A specialist in **programme delivery and team leadership** with over 17 years leading high-stakes digital transformation. I've worked across Financial Services, Healthcare, Sport, Energy, Publishing and AI, in consultancies, agencies and product houses, always tackling the most complex problems.

I founded and ran a digital consultancy for five years before moving into senior delivery roles, which means I understand commercial reality as well as craft. I have also built and shipped my own **SaaS products and AI agents** and I bring that into client work, designing agents and automated workflows that take the manual effort out of programme operations. I'm a certified Scrum Master and certified Leader Who Coaches, mentored by a highly regarded PMI consultant.

What sets me apart is my ability to **restore trust in struggling programmes**, bring structure to chaos and grow the people around me. I have been promoted from every permanent role I've held. Whatever the title, I stay hands-on and close to the work, as comfortable leading a single team's sprints and standups as steering a multimillion pound programme.

02 Skills & Expertise

- > Complex programme & delivery leadership
- > AI agents & workflow automation
- > Digital & business transformation
- > Programme governance
- > Team building & coaching
- > AI delivery & strategy
- > SaaS & product development
- > Agile and traditional delivery
- > Portfolio management

03 Experience

Digitas | Publicis London FEB 2025 TO JUN 2026

Programme Director, Transformation & AI

Brought in to turn around a major client programme at risk, rebuilding Agile ways of working, offshore communications and governance and lifting team productivity by around 25%. Went on to lead the development of Model Sight, an AEO (Answer Engine Optimisation) SaaS product used across multiple clients, providing data visualisation and a strategic framework for improving how brands and products rank inside LLMs. Also managed a portfolio of AI projects and initiatives across the business.

AI PRODUCT · MODEL SIGHT · AEO / LLM VISIBILITY · AI PORTFOLIO MANAGEMENT · PROGRAMME GOVERNANCE

Independent Bath FEB 2025 TO PRESENT

Delivery Consultant

Work with clients to transform their operating models and ways of working. Driven process innovation, improved distributed team communications and morale.

CONSULTANCY · FRACTIONAL DELIVERY · SAAS & AGENTS · PROGRAMME DIRECTION

"An expert at parachuting into problematic programmes and getting them on track."

Future Platforms London MAR 2021 TO OCT 2024

Head of Project Management

Joined as Project Director, promoted to Head of Project Management. Led strategic account leadership for a major transport operator, Domino's and LIV Golf. Restored a struggling account from loss-making to the agency's most profitable. Personally

responsible for £5m+ of revenue sold to that client. Improved client satisfaction scores by 70% through Agile coaching and governance transformation.

£5M+ REVENUE · ACCOUNT LEADERSHIP · AGILE COACHING · P&L OWNERSHIP

cxpartners Bristol

FEB 2020 TO MAR 2021

Freelance Programme Director

Led a significant organisational change programme for HCA Healthcare UK. Rolled out Scrum methodology and new processes organisation-wide, creating a portfolio prioritisation framework that gave leadership clear, data-driven visibility for the first time.

HEALTHCARE · ORGANISATIONAL CHANGE · PORTFOLIO MANAGEMENT

SOON_ London

AUG 2018 TO JAN 2020

Programme Director

Joined as Senior Producer, hired permanently as Programme Director. Part of the Leadership Team, responsible for recruiting and developing the delivery function. Managed the most complex programmes in the agency and shaped all pre-sales and client engagement strategy.

LEADERSHIP TEAM · PRE-SALES · TEAM BUILDING

Propagator Group London

JUN 2015 TO AUG 2018

Digital Programme Manager to Digital Programme Director

Promoted to manage and enhance multiple digital products across Publishing and Healthcare. Reported directly to the MD & CEO, instrumental in re-engineering communication processes internally and externally.

PUBLISHING · HEALTHCARE · PRODUCT DEVELOPMENT

Foolproof Ltd London

JAN 2013 TO APR 2015

Digital PM to Digital Portfolio Manager

Hired as Digital Project Manager, promoted to Portfolio Manager. Responsible for pre-sale scoping, planning, costing and delivery across HSBC, Nationwide and Santander.

FINANCIAL SERVICES · HSBC · NATIONWIDE · SANTANDER

Seed Consultancy Bath

SEPT 2008 TO JAN 2013

Founder & Managing Director

Founded and ran a digital consultancy for five years, offering brand design, web design and digital transformation services. Grew the business from scratch, developing the brand and client base independently.

FOUNDER · BRAND DESIGN · DIGITAL TRANSFORMATION

04 Key Achievements

- Founded and successfully ran a digital consultancy for 5 years.
- Managed programme budgets exceeding £8 million a year.
- Improved client satisfaction scores on multiple accounts by at least 70%.
- Reduced staff turnover within project teams by an average of 80%.
- Promoted from every permanent position held.
- Personally sold £5m of revenue to a major transport sector client, turning a loss-making account profitable.
- Hired, trained and promoted Project Managers who have gone on to highly successful careers.
- Led the development of Model Sight, an AEO SaaS product giving brands data-driven visibility into how they rank inside LLMs, across multiple clients.

05 Education & Qualifications

BSc (Hons) Business Studies & Management · University of Salford, 2004 to 2008

> Certified Scrum Master > Certified Leader Who Coaches > Mentored by a highly renowned PMI consultant