



Tracy Degoumois

**Fractional CMO · Senior Marketing Director · Brand Strategist
Growth Specialist**

+27 82 905 9814 · info@illum8.com · South Africa Based · Bilingual · British Citizen

EXECUTIVE SUMMARY

A commercially driven marketing leader with 25+ years of experience building brands, driving revenue, and leading campaigns across the UK and South Africa. Equally at home in boardroom strategy and hands-on execution — from pioneering the UK's first broadband advertising campaign at BT Openworld to generating R3.5 million in annual PR value for Oakley South Africa to launching the Oakley Women's brand to the highest global market share among all distributors. Tracy brings an international perspective, an entrepreneurial instinct, and a track record of awards, results, and relationships that speak for themselves.

Since 2010, operating independently through Outside the Box, Tracy has served as an embedded fractional marketing specialist for clients across lifestyle, hospitality, sport, retail, healthcare, and education — delivering senior strategic leadership without the full-time overhead. The ideal fractional CMO for growth-stage brands ready to scale.

CORE COMPETENCIES

**Brand Strategy & Management · Fractional CMO Leadership · PR & Communications
Business Development · Go-To-Market Strategy · Digital Marketing & Social Media
Events & Experiential Marketing · Trade Marketing · Influencer & Ambassador Campaigns
Budget Management & Reporting · Team Leadership · Stakeholder Management Hospitality
Franchise Marketing · Media Planning & Buying · Revenue Growth & New Streams**

CAREER HIGHLIGHTS & AWARDS

★ **Luxottica International PR Award — 3rd Place Global**

Oakley Women's Influence Ambassador Campaign, South Africa. The Luxottica PR Award recognises excellence and achievement amongst the group globally.

★ **MACE Award — Best Fundraising Campaign, South Africa**

#climb4nmmu — Nelson Mandela University Trust. The MACE Excellence Awards recognises and celebrates achievement in marketing, advancement and communication in the higher-education sector.

★ **Oakley Women's Brand Launch — Highest Global Market Share**

Launched the Oakley Women's brand in South Africa and achieved the highest market share globally in comparison with all international distributors.

★ **UK Digital First — Pioneered first Broadband-targeted campaign in the UK**

Partnership between ICG (Switzerland), BMW and BT Openworld — credited as the biggest online advertising achievement at the time.

★ **R3.5 Million Annual PR Value — Independently verified**

Generated and sustained R3.5m+ in annual PR value for Oakley South Africa through innovative campaigns, roadshows, and media strategy.

PROFESSIONAL EXPERIENCE

Outside the Box / Illume 8 · *Founder & Fractional Marketing Consultant* 2010 – Present

Building and running an independent marketing and business development consultancy for 14+ years, delivering embedded fractional senior marketing leadership to clients across lifestyle, sport, hospitality, retail, and healthcare. Operating as both an outsourced strategist and an integrated team member depending on client need.

Selected clients:

Oakley SA · Luxottica SA & Middle East · Luxottica Academy · Billabong · Mantis Collection (Hopewell Estate, No.5 by Mantis, Windermere Hotel) · Oceana Wildlife Reserve · Royal St Andrews Hotel · Crags 5 Star Country Lodge · ZEISS · Cooper Vision · GENOP Healthcare · Mellins I Style · Nelson Mandela University Trust · Plettenberg Bay Tourism & Winelands · TASTE Food Festivals International · Lisa Raleigh Health · CROCS South Africa · Nedbank Valley Concert · Newton Park SUPERSPAR

Delivered:

- Strategic marketing, communications and brand plans, revenue growth (above and below the line)
- National and international events, brand activations, roadshows, music festivals and product launches (incl. Dubai Mall — 10-day consumer tech activation for Luxottica)
- Digital strategy: Marketing / Sales support documentation, websites, e-commerce, social media, paid digital campaigns and email marketing
- Trade marketing: national retail campaigns (120+ doors), in-store training, incentive programmes
- Ambassador, influencer and athlete campaigns — including internationally award-winning work
- Hospitality marketing, PR and new revenue stream development for Mantis Collection properties
- Award-winning fundraising campaign for Nelson Mandela University Trust (#climb4nmmu)
- Budget management, campaign reporting and stakeholder presentations
- Exhibitions, Stakeholder management (Tour Operators, Customer outreach campaigns), photo shoot styling and management.

Oakley South Africa (Luxottica) · *Brand Manager* 2004 – 2010

Sole custodian of the Oakley brand in South Africa, reporting to the International Brand Team in California. Responsible for full brand strategy, campaign execution, team leadership, and budget management across sports, lifestyle, optical, and apparel categories.

- Generated R3.5 million in independently monitored PR value annually
- Launched the Oakley Women's brand in South Africa — achieved highest global market share among all international distributors
- Travelled extensively to brand meetings in Mexico, the US, and Canada as South Africa's brand representative
- Won 3rd Place in the Luxottica International PR Awards for the Women's Influence Ambassador Campaign
- Managed advertising, media planning & buying, PR, product launches, roadshows and in-store campaigns
- Trade Marketing: Incentives, educational roadshows, conceptualised and managed retail campaigns
- After Oakley relocated to Cape Town, continued as their external marketing consultant for a further five years

BT Openworld (British Telecom) · *Business Development & Sales Manager, London* 1999 – 2003

Led business development and sales for BT OpenWorld's digital destinations in London, managing relationships with the UK's largest advertising agencies and pioneering digital firsts in UK online advertising.

- Managed accounts at OMD, Mediaedge CIA, Zenith Optimedia, Quantum New Media
- Brought on Zenith Optimedia as top-spending agency — average monthly billing of £58,000 GBP
- Pioneered the UK's first broadband-targeted advertising campaign — partnership between ICG (Switzerland), BMW and BT OpenWorld

- Responsible for strategy within the Shopping Destination site, securing key content partnerships based on brand synergy and UX
 - Worked directly with brands including BMW, Sony, IBM, Dell, Thomas Cook, Halifax and MG Rover
-

The Markettiers, London · *Promotions Executive* May – Dec 1999

Joined the UK's leading PR Radio Agency managing client briefs, media planning, and campaign delivery across national radio.

- Won Diet Coke (£80K GBP) and Abbey National (£120K GBP) proposals
 - Managed flagship Diet Coke campaign across Heart 106.2, Kiss 100 and Galaxy stations
-

Algoa FM · *Sponsorship & Promotions Manager* 1996 – 1999

First privatised regional radio station in South Africa. Responsible for all sponsorships, promotions, events, and account management — building the department from the ground up.

- Established new revenue-generating capabilities in the Promotions Department for the first time — R350K in year one
- Led live broadcasts, fundraisers, events, trade exchanges and on-air competitions
- Served as Public Relations Institute of South Africa Regional Secretary (1998, 1999)

EDUCATION & PROFESSIONAL DEVELOPMENT

National Higher Diploma — Public Relations & Communications

Nelson Mandela University · 1993–1995

Sales & Negotiation Training

Reed London: Presenting & Negotiating · Consultative Sell · Art of Negotiating

Radio & Commercial Training

AAA School of Advertising, Cape Town · RAB London

Public Relations Institute of South Africa

Regional Secretary, 1998–1999

CLIENT TESTIMONIALS

"Tracy was responsible for managing some of the biggest ad agencies and brands in the world. She always smashed her targets. Her consultative and empathetic style mean that is a foregone conclusion. A fantastic team player, a joy to work with and someone I have no hesitation to recommend."

— Mehdi Salam, SAAS Leader · BT Openworld colleague

"Tracy identified new and fresh opportunities and took these to market with great success, growing revenues and securing our position in the market for new business such as Events, Conferences, Weddings, and Art Tours. She provided a full-service consultancy from inception to launch and management. Tracy is entrepreneurial and tackles all opportunities with enthusiasm. I would not hesitate in using her services again."

— Carl Haller, MM Ventures (Pty) Ltd · Mantis Collection

Tracy Degoumois · +27 82 905 9814 · info@illum8.com · Further testimonials and references available on request