

IS YOUR BRAND DRIVING BUSINESS GROWTH?

If not, you are missing
a vital driver in sales.
Let's fix that.

SIMON GRAINGER



ABOUT

Greetings, I'm Simon Grainger, a seasoned brand strategist helping businesses grow by connecting brand strategy to what truly drives consumer behaviour: empathy.

I've guided startups to multinationals, served as a senior brand strategy lecturer at Vega, and spoken at TEDx, bringing deep expertise and a human-first mindset to every engagement.

Let's work together, through consulting or speaking, I'll equip you with the insights, tools, and perspective to strengthen your brand and accelerate your sales.



CONSULTING

FRACTIONAL CMO

As your dedicated Chief Marketing Officer, I will lead the development and execution of a brand and marketing strategy that aligns seamlessly with your business goals and deeply understands your customers. Grounded in empathy, my approach ensures we don't just communicate, we connect. As your strategic partner, I'll collaborate closely with your team to focus resources, clarify messaging, and support meaningful business growth.

STRATEGIC INTERVENTIONS

If you're unsure about your vision, ideal customer, or messaging, you're not alone, I'm here to help. I offer short-term strategic support tailored to your goals, whether for your brand, marketing, or personal branding. Together, we'll find clarity that truly connects.

"Simon's work ethic is impeccable. I would recommend him for any branding and communications solutions you or your company may need."

Ruth Mthembu, Internal Communications Strategist
Mr Price Group Limited



Watch My Consulting Reel On YouTube

LEARNING

TALKS

My talks combine deep brand and marketing expertise with a dry sense of humour, creating sessions that are both engaging and practically grounded. Each talk is tailored to your needs and can cover topics such as:

1. Brand and Marketing Strategy
2. Aligning Personal & Business Brand
3. Internal Brand Culture

WORKSHOPS

I run highly interactive branding workshops for founders and growth-focused businesses, helping clarify brand identity, audience, and positioning.

Participants leave with practical insights and actionable strategies to strengthen their personal or business brand and drive growth.

"Simon was an absolute pleasure to work with, professional, organised and generous with his knowledge and time. Our members thoroughly enjoyed his talk and gained so much value and practical insight into the topic. Thank you, Simon!"

Brenden Cavanagh, KZN President

The Professional Speakers Association of South Africa



Watch My Speaker Reel On YouTube

PORTFOLIO





CASE STUDIES



Mr Price Group

SLOW TURTLE CIDER

I collaborated with Assembly Studio to develop a go-to-market strategy for Slow Turtle Cider, a new brand under DIAGEO, reflecting the relaxed Seychellois lifestyle.

My involvement included market research, brand identity development, visual identity input, and recommendations for strategic marketing activities, emphasising sustainability initiatives.

MR PRICE GROUP LIMITED

The Mr Price Group Limited is a prominent fashion-value retailer with a presence across the African continent.

I was tasked with conducting a comprehensive communications audit for the internal communications team. Based on the findings, I provided recommendations to help enhance engagement with the group's staff of over 32,000 employees.



PWM WEALTH MANAGEMENT

PWM Wealth Management (Pty) Ltd launched its core funds in October 2021, and my role involved developing the marketing strategy and providing ongoing advice.

Under the leadership of Andrew Whitewood, CFP®, CIPM® (MD), and the PWM planners and team, PWM Wealth Management has achieved R8 billion in assets under management in just under four years, demonstrating its strong value proposition.

**BUILD
YOUR
BRAND.**



SIMON GRAINGER