

Demographica appoints Julie Humphreys in new, unique role

By [Juanita Pienaar](#)

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Demographica recently appointed Julie Humphreys in one of its biggest appointments to date. Warren Moss, CEO of Demographica, says that this new role - encompassing anthropology (research), strategy and creativity - has been in the making for 18 months, and is a role perfectly suited to someone of Humphrey's calibre.



Julie Humphreys joins Demographica.

Moss says:

“ It took us two years to find the best person for this big and vital role, and we believe that we have found that person in Julie. Julie brings a unique mix of B2B marketing understanding and knowledge of the B2B customer, and leadership training experience fused with strong B2B tech capabilities. We're really excited about what Julie is going to bring to Demographica. ”

Humphreys says she's really looking forward to bringing her experience in creative, strategy and, most recently, business consulting into this new role.

“ I'm excited about working with the Demographica team in finding the signature for our offering, and putting a quality stamp onto the work we provide for clients as a result of it. The major difference comes in the combination of anthropology, strategy and creative, coupled with leading marketing technology and how we bring it all together— now that's where the true magic for clients will lie. ”

Here, she lets us in on what's at the top of her to-do list, her experience and career highlights that prepared her for this unique position and what excites her about the agency and where it is going.

■ **Congrats on your appointment. How do you feel about it?**

Thanks so much, I am really excited about it. It's an amazing opportunity to do real work that works. Demographica is a business that cares about making sure that we deliver real impact in the form of real business results for our clients.

■ **When is/was the effective date?**

Middle of June 2019.

📌 ***What excites you most about the agency and where it's going?***

I love the fact that the agency sees the importance of grouping anthropology (research), strategy, creative and marketing technology – all under one owner to ensure the complete end-to-end follow-through of great work that delivers real results. I also love the clearly stated Demographica mission: To be the greatest B2B marketing agency in the world.



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📌 ***What do you love most about your career in marketing and communications?***

I mostly enjoy working with the team to get to grips with the real business issues that our clients are facing – and encouraging them to have real conversations about how what we do can truly impact business results. So, for me, it's the combination of growing people and doing challenging work.

📌 ***Any career highlights you're particularly proud of?***

I think it's like looking at pieces of a puzzle that holistically create a great picture. I thoroughly enjoyed my time on the client-side – particularly in the digital and CRM work that I did at BMW, and then in the blank-page opportunity that I had to relaunch the Lexus brand to the South African market.

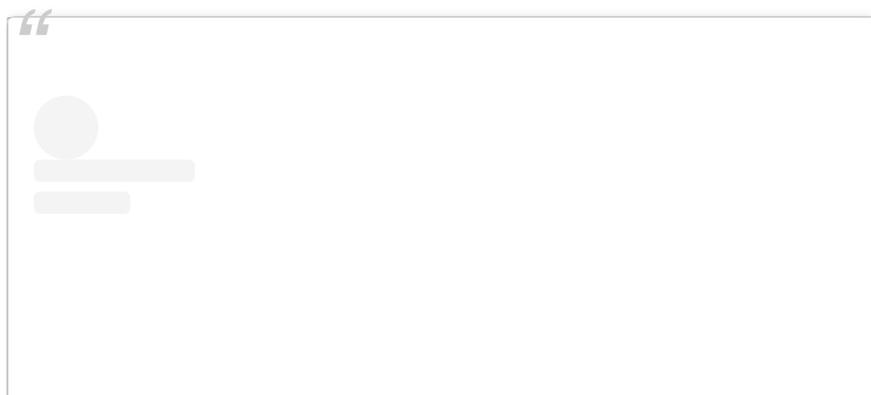
Then, on the agency-side, the challenge of running an integrated strategic marketing team including analytics, media and social media at Aqua (now Wunderman), as well as building and launching a training academy focused on teaching our teams to engage with clients as partners as opposed to service providers, and, then, coaching entrepreneurial clients to make the most of their businesses are all real highlights. I'm also really proud and passionate about the global leadership development work that I do.

📌 ***Tell us a bit about your experience and how this has equipped you for your new position.***

I think the fact that I have experience with the client- and agency-side as well as business coaching and leadership development space, globally.

📌 ***What are you most looking forward to/enjoying so far?***

I am really enjoying the uniqueness of B2B marketing vs B2C marketing. The opportunity to go deep into understanding the decision-making units and purchase journey that is so different in the B2B space is exciting. This, together with the opportunity to effectively use marketing technology to drive efficiencies and extremely targeted and relevant communication, is amazing. B2B needs to be a lot more strategic in many ways, than B2C, and I love that.





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A sneak-peak inside our two day training and workshop session that unpacks what it truly means to be a trusted advisor and how central questioning can help us generate better insight and value for our clients #trustedadvisor #b2bmarketing

A post shared by Demographica (@demographica) on Aug 27, 2018 at 11:21am PDT



What's at the top of your to-do list (at work)?

Building synergies between the anthropology (research), strategic, creative and execution teams – making sure that we pull the red thread all the way from beginning to end and deliver signature work that works for our clients.

What are you currently reading/watching/listening to for work?

I read a lot and broadly. What I am re-reading now is: *It starts with Why* by Simon Sinek.



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Ending off this #BookClubWeek is Prianca's choice with Start With Why by Simon Sinek. Pri loves this book as it dives deep into why some people and organisations are more inventive, pioneering and successful than others and why they are able to repeat their success time and time again. The book talks about the types of questions we should be asking to unlock the secret to inspirational business. #bookclubweek #smarthabits

A post shared by [Demographica \(@demographica\)](#) on Aug 30, 2018 at 12:53am PDT

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📌 **Tell us something about yourself not generally known?**

I studied journalism way back when and, I think that the same characteristic of being curious about people is what I still dial back to in every aspect of my life today.

For news and updates visit the [Demographica website](#) and follow the company on the following social media platforms: [Facebook](#) | [Twitter](#) | [Instagram](#).

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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