



MICHAEL BROWNE

STRATEGIST AND AI BUILDER

CONTACT

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TRUSTED WITH

Allianz

Marketing Team of the Year entry, 2025

Aer Rianta International

Global rebrand, 16 markets

Virgin Trains

Weekly CRM

Bottega Veneta

Social media, New York

Bank of Ireland

Mortgage Store, its first online mortgage range

Grant Thornton

Employer brand

Enterprise Ireland

New Frontiers, 2026

PROFILE

Strategic planner with 13 years in agencies and consultancies across New York, London and Dublin. I learned the craft in an analogue world. Over the past three years I've rebuilt my process around AI: AI-assisted research, agentic workflows, and AI builds that take strategy from the deck to a working product. Now I help companies make the move to AI, deciding where it's worth using and where people add the most value. Most of my career has been in small, senior teams, owning the strategy from the first question to the final work.

EXPERIENCE

Independent Strategy Consultant · Reset Strategy, Dublin / 2023 to present

Strategy for a broad mix of agencies and large clients, from startups to global brands.

- Head of Strategy (contract) at an advertising and digital agency group. Led strategy across both agencies, including ESB Networks and new business.
- Perigord: brand identity for Frontier Scientific Solutions, a global pharmaceutical logistics company.
- Allianz: wrote the award entries, including Marketing Team of the Year at the All Ireland Marketing Awards 2025.
- Grant Thornton employer brand. Supplyo market entry. Freelance strategy for agencies including Ogilvy.

AI builds / 2025 to present

- **Matey · Strategy Lead.** DIY app selected for Enterprise Ireland New Frontiers. Brand, characters, comms strategy and pitch, with research run by a team of AI agents.
- **Elora · Strategy and build architect.** Health platform for women with lipedema, from the first interviews to a live site, newsletter and database.
- **Brandip · Head of Strategy.** Generative AI ideation platform for creative teams. Positioning, investor deck and product film.
- **AI orchestration on Buzz.** A team of twelve AI agents for research, copy and design, with a human in the loop at every stage.

Head of Strategy · Dynamo, Dublin / 2021 to 2023

- Led the strategy discipline at a branding and design agency.
- Global rebrand of Aer Rianta International across 16 markets.
- Brand framework and on-air tagline for Newstalk.

AI TOOLS

Claude, Claude Code, Cowork, Buzz, ChatGPT, Perplexity, fal.ai, Wispr Flow

EDUCATION

Agile Strategy Diploma

APG, London

MSc Marketing

Dublin Institute of Technology

PgDip Advertising and Digital Communications

Dublin Institute of Technology

BA (Hons) Media Production and Management

Ballyfermot College

REFERENCES

Available on request.

EXPERIENCE CONTINUED

Strategy Director · MCCP, Dublin / 2018 to 2021

- Led consultancy teams and grew the range of services.
- Advised the CMOs of Heineken and Bord Bia.
- Brand strategy for Lidl Ireland and the National Lottery.

Strategic Planner · TMW Unlimited, London / 2016 to 2018

- Weekly CRM for Virgin Trains. Social roadmap for Sony Mobile. Multichannel B2B campaign for Canon.

Earlier / 2013 to 2016

- Wunderman UK, London: Vodafone pitch.
- Carat, Dublin: digital media planning for Bank of Ireland, including the Mortgage Store, its first online mortgage range. Also Glanbia and Debenhams.
- Blast Radius, New York: social media for Bottega Veneta.
- Only European finalist, BBH Beautiful Minds.

WRITING

Thought leadership at michaelbrowne.ie on how AI is changing strategy and planning.