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LEARNING • CAPABILITY • TRANSFORMATION

I help businesses fix what's slowing them down. Most "training gaps" are manager, performance, or culture problems in disguise.

I work across commercial, capability, and AI, using data and performance insight to find the real gap and reshape how work actually happens. Behind it is a decade of experience carrying a P&L and delivering behaviour change from startup to scaleup. What drives me is a simple belief: build the conditions where people surprise themselves, and the business feels it.

PERFORMANCE CONSULTING

+20%

client NPS

Reframed team delivery problems as a manager performance gap to address; output up 10% in six months.

BEHAVIOUR CHANGE & AI

50/50

not 90/10

Adoption is behaviour change, not licensing. I weigh enablement over tooling, where most spend 90%, so it actually takes hold.

LEARNING CULTURE

+60%

learning activation

Shifted culture toward self-directed learning: learning-fund usage up from 25% to 40%, hub visits doubling alongside.

HYPERGROWTH

63

in one week

Built onboarding that held capability consistent through hypergrowth, inducting up to 63 new joiners a week.

EXPERIENCE

Apr 2025 – Jul 2026

Shopper Media Group

Learning & Capability Lead

500+ employees, 7 UK/US offices, running major retail media networks (ASDA, Morrisons, Deliveroo).

- **Manager accountability.** 210+ managers; reframed attrition as a manager-performance gap, added to comp-linked reviews.
- **Behaviour, not content.** 66% rollout; Insights Discovery embedded over six months, not a one-off workshop.
- **AI-enabled competencies.** 35 frameworks; built decision-tree GPTs for self-serve access, off HR's desk.

Feb 2023 – Apr 2025

Foster + Partners

Associate, L&D

World-leading architecture practice, 20 global offices, regulated professional environment.

- **L&D strategy.** 2,300 specialists; led strategy on a six-figure budget, consolidating the vendor portfolio.
- **Mentoring.** 50+ mentors; relaunched the mentor role across professional qualifications and apprenticeships.
- **Engagement.** 20+ focus groups; listening strategy and action plan off a below-par employee survey.

Sep 2022 – Mar 2023

Spin Brands

Capability & OD Consultant

- **Built to scale.** ~65-person agency; set up purpose, capability frameworks and a peer-trainer model for the step up to Spin Group.

Sep 2011 – Aug 2021

Essence Global

Multiple client leadership roles / L&D Advisor (dual role)

Global media & tech agency (now EssenceMediacom); from startup to 2,000+ people, \$4bn managed media.

- **Commercial leadership.** Teams of 30+; led and scaled global multi-million accounts (BT, FT, Audible) to P&L, trusted C-suite advisor.
- **Growth & turnaround.** 5x in two years; reset a strained account and grew it, lifting the performance bonus 50%.
- **Inclusion.** 1st LGBTQ+ ERG; launched and co-led the agency's first employee resource group.

CREDENTIALS

ICF Diploma in Integrative Coaching • Insights Discovery Practitioner • NLP Master Practitioner

SABBATICAL

Sep 2021 – Aug 2022 • instructional design, diversity & inclusion and coaching qualifications

EDUCATION

MSc Marketing, European School of Economics • BA (Hons) Philosophy, Università degli Studi di Trieste

LANGUAGES

English & Italian (bilingual), French (basic)