

# Oliver Varcoe

Senior client advisor \* ecommerce & digital transformation

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## PROFILE

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Senior client-side strategist with a decade of experience across enterprise ad-tech, ecommerce and digital agency work. Spent six years at Criteo across two roles, most recently as Senior Account Strategist working with EMEA's largest enterprise retail and travel brands. Now co-founder of MV&Co, a luxury-focused digital studio in Barcelona, and looking to return to in-house enterprise customer success work where I can apply both sides of my experience at scale. Equally comfortable in a QBR with marketing leadership or screen-sharing with a developer to debug a tag. Fluent English and French, intermediate Spanish.

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## EXPERIENCE

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### Criteo

Sep 2017 - Oct 2020, 2022 - Apr 2025

Publicly listed ad-tech platform (~\$1.9B annual revenue, ~3,500 staff). Worked with EMEA's largest enterprise retail and travel brands across two roles, with a two-year gap in between.

#### New Business Account Strategist

Sep 2017 - Oct 2020

- Built trusted-advisor relationships with newly onboarded SMB ecommerce brands across EMEA, providing strategic guidance on product adoption and technical implementation.
- Drove platform activation and early retention on new accounts: campaign setup, tag and feed troubleshooting, performance optimisation, and renewal conversations.

#### Senior Account Strategist

2022 - Apr 2025

- Managed strategic relationships with some of EMEA's most recognised enterprise brands, driving incremental ecommerce revenue through Criteo's performance advertising platform.
- Focused on growth and retention across a portfolio of EMEA enterprise accounts representing over \$12M in annual media spend. Owned QBRs with marketing leadership, partnered with technical teams on tag and feed implementations, and translated performance data into commercial decisions clients could act on.
- Worked closely with Criteo's product and engineering teams to feed back enterprise customer needs into the roadmap (creative formats, attribution, audience segmentation).

### Co-founder

\* MV&Co Luxury Agency May 2025 - present

Founder-led digital agency for luxury and DTC brands. Built on the observation that AI-first, conversion-led performance marketing doesn't fit how luxury brands actually win customers.

- Lead design and development across the client portfolio. Anchor account is Elizabeth Gage, a London-based designer jewellery house, where I run email marketing in Campaign Monitor, site management and SEO strategy.
- Own business development and go-to-market for the agency end-to-end: built an internal CRM in Lovable to manage pipeline and client comms, and run an outbound programme across multiple verticals using Linked Helper for prospect engagement.
- Took full ownership of client development workflows in the last year, working directly in client codebases locally before pushing to production rather than outsourcing to third-party front and back-end developers as I had previously.
- Built and shipped MV&Co's own agency website end-to-end using Claude Code inside VS Code, owning design, build and deployment.
- Translate technical work for non-technical client stakeholders. For example, I recently walked an Elizabeth Gage contact through a WordPress / WP Mail SMTP OAuth re-authentication over screen-share, then identified and resolved a secondary contact-form routing issue in the same session.

### Senior Account Manager

\* SoBold Sep 2015 - Sep 2017

London-based web design and digital marketing agency working with SMB and mid-market clients across both design / development and paid media.

- Project-managed website design and development engagements end-to-end, from concept and discovery through to

delivery, coordinating between designers, developers and clients. This was my first direct exposure to the design-to-production handoff that Builder.io's platform is built to streamline.

- Ran programmatic trading and paid media campaigns alongside the web work, executing across DV360, The Trade Desk, Criteo and the major social platforms for B2B and B2C clients.

## HOW I USE AI DAY-TO-DAY

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- Prototype client web components in Figma Make, then ship and iterate them in VS Code with Claude Code. The design-to-code loop is faster, but I still review every line.
- Auto-route meeting recordings and transcripts into client-specific folders in Google Drive so context is surfaced before every call rather than scrambled for.
- Use a mix of Claude and ChatGPT for client research, segmentation work, outbound personalisation and first-draft comms. Treat output as a starting point, not a finished deliverable.

## EDUCATION

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### **BA, Business Administration**

\* The Hague University of Applied Sciences 2012 - 2016

Majors in Economics and Marketing.

### **Baccalaureat, Sociology & Economics**

\* Lycee Francais de Budapest 2010

## LANGUAGES

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**English** native   **French** native   **Spanish** intermediate (B1)   **Hungarian** intermediate