# Ranjit Dhillon

Business & Digital Growth Director

**COMMERCIAL LEADERSHIP & CREDENTIALS**

## Business Growth. Digital Transformation. Commercial Results.

Experienced commercial and digital growth leadership helping businesses unlock revenue opportunities, improve performance, transform operations and scale sustainably.

For CEOs, founders, boards, investors and leadership teams of established and international businesses.

## Selected career achievements

**20+ — Years leading digital growth and transformation**

**£200M+ — Cumulative digital and ecommerce revenue generated**

**3,000+ — Projects delivered**

**500+ — Clients supported**

Figures are drawn from Ranjit's career history across employed and consulting roles.

## Commercial & digital growth expertise

Commercial strategy / Digital transformation / Ecommerce / Conversion optimisation / SEO & paid search / Affiliate & partnerships / Lead generation / eCRM & lifecycle / Multi-lingual markets / Agency management / Budget & business cases / Reporting & analytics

## Key service areas

Fractional Growth Director: Senior growth leadership embedded in your team—without a full-time executive hire.

Growth Strategy & Business Planning: A commercial audit and 90-day roadmap that shows exactly where your next growth will come from.

Digital Revenue Acceleration: SEO, paid media, conversion and acquisition—optimised for revenue, not vanity metrics.

Commercial & Digital Transformation: Digital transformation, customer experience and operating-model change that shows up in revenue.

B2B Lead Generation & Pipeline: A repeatable, measurable pipeline for professional services and specialist B2B firms.

Ecommerce Growth: Customer-centric ecommerce strategy, conversion and operational excellence for online retailers.

Market Entry & Expansion: Country selection, go-to-market and partner strategy for confident international growth.

Executive Advisory & Workshops: Board, founder and leadership team advisory—plus workshops on growth, digital and AI-enabled marketing.

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**CAREER HISTORY & LEADERSHIP EXPERIENCE**

## Digital Growth Director, Marketing Optimisation (Consultant)

**Jan 2018 – present**

• Advising clients on strategies to drive conversions and improve online customer experience

• Identifying barriers to conversion and championing improvement initiatives

• Creating development roadmaps and managing internal and external delivery teams

• Overseeing search, affiliate and display activity to deliver profitable traffic growth

## Digital Growth & Transformation Director (Consultant), Lycamobile Group

**Jan 2020 – Feb 2021**

• Helped re-set the group's global digital transformation strategy after the Covid-19 outbreak

• Improved bounce rates by up to 35% across key global country websites

• Launched a new and improved global Lycamobile app

## Head of Online, Lycamobile Group

**May 2013 – Dec 2017**

• Led global digital transformation across desktop, mobile and app

• Grew online visitors from 500,000 to 3.5 million

• Built an international team of online marketing specialists

## Group Online Marketing Manager, Citybond PLC

**To 2011**

• Improved unique travel insurance policy sales by 256%

• Grew GWP from £4.1m to £7.4m in 2011

## Head of Online Design & UX, Financial Times

**1995 – 2002**

• Created and developed FT.com, generating an additional £35m in revenues annually

• AOP and EPPY award-winning work

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**SELECTED COMMERCIAL EVIDENCE**

## Lycamobile Group | Telecoms · International

**Individual contribution: Head of Online (2013–2017); Digital Growth & Transformation Director, consultant (2020–2021)**

Business challenge: A fast-growing international mobile operator serving customers across many countries needed a digital strategy that worked across desktop, mobile and app—then needed it reset when Covid-19 changed customer behaviour.

Approach and actions: Led the global digital transformation across desktop, mobile and app platforms; Set KPIs, recruited teams and onboarded global agencies; Launched a new global Lycamobile app and improved customer UX, retention and lifetime value.

**Published outcomes: Online visitors grew from 500,000 to 3.5 million; Bounce rates improved by up to 35% across key country websites; “Most Popular Website of the Year” awards in the UK and France.**

## Financial Times (FT.com) | Publishing & media

**Individual contribution: Head of Online Design & UX**

Business challenge: One of the world's leading business news organisations needed its website to become a commercial product in its own right, not just a digital copy of the newspaper.

Approach and actions: Created and developed the FT.com site experience; Led online design and user experience; Worked across editorial and commercial teams through the site's development and launch.

**Published outcomes: Generated an additional £35m in revenues annually; AOP Online Publisher 2004 (consumer) award; Two EPPY awards for FT.com.**

## Citybond PLC (Flexicover) | Insurance · Direct-to-consumer

**Individual contribution: Group Online Marketing Manager**

Business challenge: A leading UK direct-sell travel insurance provider needed to grow online policy sales profitably in a highly competitive comparison market.

Approach and actions: Ran multi-channel acquisition across search, affiliates, aggregators and email; Optimised the online quote and purchase journey; Built a team passionate about the online strategy.

**Published outcomes: Unique travel insurance policy sales up 256%; Gross written premium grew from £4.1m to £7.4m in 2011; Citybond “Outstanding Contribution to Business” award.**

Outcomes are as reported in Ranjit's career history. Client names are shared from his published CV; detailed evidence is available on request.

# Ranjit Dhillon

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CONTACT & NEXT STEPS

## Start a business conversation

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https://ranjitdhillon.com

LinkedIn: https://uk.linkedin.com/in/ranjitdhillononlinedirector

Every enquiry—by form, email, phone or LinkedIn—gets a reply as soon as possible.

To speed things up, your first reply may come from a member of Ranjit's leadership team, who will make sure your enquiry reaches the right person quickly.