

## Contact

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[thenakedpheasant.wordpress.com](https://thenakedpheasant.wordpress.com)  
(Blog)

## Top Skills

New Business Development  
Strategy  
Social Media Marketing

# Jonathan Hargreaves

Passionate about technology, the future and people  
Hersham, England, United Kingdom

## Summary

I am passionate about decentralised technology and how it shapes the future. Currently work as Global Head of Growth at the Web3 ecosystem Elastos leading Marketing, Business Development, Investment and Ecosystem strategies. After working with Edelman, Weber Shandwick and Burson-Marsteller in corporate communications and technology marketing I have recently focused on Web3 innovation with Elastos and CreDA roles where I can use this experience to develop new ideas with social impact globally. In this work I am driven by the core belief that decentralised computing can empower communities to take greater control of their destinies. My previous experience ranges across global businesses such as Symantec, HP, Microsoft, Intel and Orange to startups like myspace, Managed Objects, Box, LinkedIn and Tencent Games. From this I have learnt that data and predictive analytics drives understanding of people and their technology experience. By humanising tech in this way it can become successful, trusted and a catalyst for a better future.

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## Experience

### Elastos

Elastos - Global Head Growth (Marketing, New Business, Investment and Ecosystem Strategies)  
November 2022 - Present (2 years 3 months)  
London

### CreDA

2 years 11 months

Global Business Development & ESG Officer  
November 2022 - Present (2 years 3 months)  
London, England, United Kingdom

### ESG & Development officer

March 2022 - Present (2 years 11 months)

London, England, United Kingdom

### Tetra Pak

Director, Global Sustainability & Communications

September 2020 - March 2022 (1 year 7 months)

Modena, Emilia-Romagna, Italy

### Edelman

14 years 9 months

Global Vice Chair, Technology

September 2015 - June 2020 (4 years 10 months)

Singapore / London

European Managing Director

September 2007 - September 2015 (8 years 1 month)

London, England Metropolitan Area

Managing Director

October 2005 - September 2007 (2 years)

### Weber Shandwick

Director Of Technology

January 2001 - September 2005 (4 years 9 months)

London, England Metropolitan Area

### Burson-Marsteller

Head of Online and New Media

January 1997 - November 2001 (4 years 11 months)

London, England Metropolitan Area

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## Education

Durham University, Exeter University and Sorbonne University, Paris

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MA / DESS, History / Communications · (1987 - 2004)