



Richard Maclachlan

Senior Vice President, Global Head of Marketing

Vision

As a global leader, I wholeheartedly believe in the transformative power of authentic connections to overcome barriers and drive meaningful change. As a marketing professional, I am inspired by the ambition, vision, and mission of Workhuman, and the extraordinary potential of recognition to cultivate stronger relationships, forge lasting communities, and positively impact our customers' bottom line.

Having grown up in South Africa, I developed an unwavering commitment to approaching challenges with a growth and entrepreneurial mindset. I am energized by the tremendous opportunity to elevate the Workhuman brand and drive continued business growth. By addressing the most pressing HR challenges, we can make work more human and fulfilling for millions of employees across the globe.

As a Senior Vice President and Global Head of Marketing, I am passionately committed to leading the charge towards a future where the power of human connection is harnessed to unlock unparalleled business success and create a world where work is truly fulfilling and empowering for all.

Expertise

- B2B and B2C integrated marketing in global markets (100+ countries)
- Brand Management
- Marketing strategy

LinkedIn Profile

[Richard Maclachlan](#)

Speaking topics

- ROI of Recognition / Customer Stories
- Building a human-first brand strategy
- The Future of Marketing
- Digital transformation for hyper-growth companies
- Using Data and Analytics to Improve Marketing Performance

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Expertise (continued)

- Advertising (media & creative)
- Experiential events
- Corporate communications
- Consumer data & analytics

Biography

As Senior Vice President and Global Head of Marketing, Richard leads the global marketing organization, leading Workhuman's integrated marketing strategy and global programs, including growth marketing, corporate communications, brand management, content marketing, product marketing, digital experiences, creative, inside sales, revenue operations, and events. Richard joined the company in April of 2021 and has 14 years of experience in marketing, and his expertise in marketing strategy, integrated campaigns, and global execution has helped some of the leading global brands such as Coca-Cola, Twitter, Puma, Verizon, LVMH, and adidas. Prior to Workhuman, Richard held executive positions LogMeIn, Havas Media, Ignition, and BFG Communications, where he operated at the Country, Business Unit, and Global level living and working in South Africa, Canada, and the USA with key market support in Brazil, Russia, the Middle East, and sub-Saharan Africa.



A truly human workplace needs to function like a stadium full of fans – as a community where we each show up with our unique contributions and we exist together in a space where it's safe to be unified, to voice our opinions, to collaborate, to celebrate, and to honor each other's wins and losses without losing sight of the goal: a fair game and a level playing field for everyone.