

Shine a light on Team Pink

Ben Hammond, Growth & Performance Manager

How long have you worked at Toolbox?

I originally joined Toolbox in 2018 as an Account Manager - so let's call it 7 years!

What made you choose a career in placemaking?

My marketing career started over 10 years ago, an in-house role in Home & Garden retail - so the natural progression from marketing one retail brand, to activity and strategy encompassing entire destinations is incredibly exciting!

I love how our industry is ever-evolving, as it means that strategies and tactics we deploy are always unique to each scheme and the changing habits of visitors.



Tell us about your role and why it is important:

My role is incredibly dynamic, which I love! Ultimately, I'm always aiming to ensure that Toolbox Marketing is agency of choice for strategic marketing and vibrant placemaking in our industry - whether that be through pitching an opportunity, or supporting our team to be the best they can.

From driving business development and building partnerships that drive value for clients, to working closely with our team to ensure continued support and development - no two days are the same!



What has been your most memorable moment at Toolbox so far?

I can't possibly choose one! I'll give a few highlights:

- I loved speaking at RD Live 2025! Hoping to hop on a few more stages to share insight soon!
- Randomly crossing paths with Will.i.am in a night club post-Sceptre awards
- Making the shortlist for the Revo Rising Star Award in 2024
- Sitting between Denise Van-Outen and a C-level executive from John Lewis as a line-up of speakers for a B2C app launch



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What's your favourite destination?

Industry destination: Lagoh Sevilla. It's a superb blend of leisure, dining, and retail and the weather isn't bad either for enjoying the man-made lake!



My favourite destination in the world: Cala Galdana bay in Menorca. I've been visiting for 16 years now and I'll never tire of it. When I'm not plonked on a sun lounger, I'll be eating, walking or snorkelling. For me, it is my go-to place for ultimate relaxation.

Which do you prefer to do:

Shop, Dine, Watch, Play or Experience

I'm famed for my largely beige diet - but unironically, I'd say DINE! I'm ready to stuff my face at a moment's notice and it's the pull that usually gets me to a place.



What fictional place would you like to visit and why?

I'm a big fan of How To Train Your Dragon (somehow extracts happy tears from this relatively emotionless blob) - so I'd say Isle of Berk!

What is your prediction for the next year?

I think we've got a cocktail coming with a couple of ingredients! Across marketing, and most sectors, it's all eyes on AI as we collectively work out how we can take what started out as a bit of curious fun a couple of years ago, and wield it as a mighty timesaving tool!

Specifically in retail, I'm expecting to see a lot of activity around filling those pesky vacant spaces - from increasing mixed-use, to software that facilitates rapid turnaround of meanwhile uses, I think we'll see a lot of change there!



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