

## Biographies of the Total Marketing Network Key Personnel

### **Kate Alexander – PR consultant**

Highly focused on achieving results, Kate is recognised as a responsive and versatile communications consultant. She has a proven track record for working with clients to develop and implement strategic PR campaigns that integrate with wider business objectives.

Kate started her PR career twelve years ago at Firefly Communications, where she worked on business and technology clients including Compaq, Novell, Pitman Training, Seagate Systems and Systems Union.

Since then she has worked across a variety of sectors, in particular developing an in-depth knowledge of digital media (digital signage, interactive television, mobile and online marketing), where her strength lies in generating discussion and predicting trends around innovative concepts before they have become mainstream. Kate has also maintained her specialisation in technology (business intelligence, business process management, data integration, disaster recovery, document and knowledge management, and software licensing), with a firm emphasis on raising awareness among the business community.

Most recent key clients include Buongiorno Vitaminic, Clarity Visual Systems, Corpora Software, Digital Interactive Television Group (now part of Yoomedia), Global 360, i-Level and Legato (now part of EMC), many of which Kate launched in the UK and European markets or prepared for acquisition. Kate has also run a number of issues-driven campaigns for the Federation Against Software Theft (FAST).

In addition, Kate spent two and a half years working in the UK press office of poverty-relief charity CARE International. Here she focused on broadcast media opportunities and internal communications, as well as writing and producing the organisation's newsletters and annual report.

### **Janet Allen – strategic consultancy**

With the financial services industry continuing to experience rapid change & consolidation, Janet Allen saw the need for consulting that could emphasise client focused implementation, specifically tailored to the industry and to suppliers to the industry and established SIA - Strategy in Action in 2000, a sister company to TMN. At SIA she helps financial institutions to implement changed work practices and introduce new sales and product programmes to their employees in corporate and investment banking.

Janet works with clients to develop practical programs to communicate specific initiatives to employees and clients and other stakeholders, often focusing on launching new product or market initiatives. As an ex-line manager, from within the banking industry, her emphasis is always on practical, client-focused implementation and revenue generation.

Janet also saw the need for consulting and training that could interpret this specialised world for professional suppliers to the industry and provides training courses accordingly. Before consulting, Janet Allen worked at Bankers Trust and Citigroup in New York and London managing clients and sales-forces around the globe and led teams in Relationship & Sales Management, Transaction Banking Product Management and Marketing. At Citibank, Janet also led the design & implementation of a global Client Management Process, involving frameworks for strategic planning, relationship and product management & a knowledge management system to capture & share client information. As Marketing & Communications Director for Citibank's worldwide EMU Program she co-ordinated client and market activity across 100 countries.

### **Viveka Anderton – strategic business consultant**

With over 10 years experience specialising in International Business Development and Sales in Europe, Middle East, Asia and Latin America, Viveka brings a wealth of experience and practical knowledge from programmes to execution in IT/Telecommunications and major corporations. Viveka has worked closely with clients, distributors, staff and processes. Her experience includes helping organisations to shift towards sales with higher margins, motivating staff and building customer satisfaction.

Prior to establishing her own consultancy in 2003, Viveka held senior positions in Global Account Management, Business Development and was a Business Consultant with major international companies for over 10 years. The majority of her experience was gained in the Telecom sector with Ericsson, Ericsson – Hewlett Packard Telecommunications and Telia, supporting international customers and channels, to mention but a few: BT, mmO2, COLT, EDS and CMG with its investors and partners having clear global aspirations.

She has also worked several years as Business Controller at Telia working with Change Management in connection to implementation of Applications in the areas of Finance, Budgeting, Billing, Strategic Planning and Operations Support, Task Management and Inventory.

### **Sarah Aryanpur – copywriter**

Sarah Aryanpur has been a business and technology journalist for 15 years. She began her career with Systems International, has news edited Computer Weekly and Computing, was Managing Editor of Information Week and most recently Editor of MIS. She has also freelanced extensively, writing mostly for business and technology publications in the UK and abroad and was Editorial Director of PR company AUGUSTONE, overseeing the editorial contributions for accounts including Microsoft, Bull, AXA Insurance, British Gas and Gartner.

### **Mike Bell and Clair May – event management**

This dynamic duo produce face-to-face communications: meetings, press events, exhibitions, conferences, road shows and product launches.

They pull together both content and delivery methods, providing clients with a complete solution, to any scale. They have managed as a team, or as individuals, hundreds of projects around the world - from simple one-room presentations to complex global satellite link-ups. In addition they have developed software strategies to enhance and drive forward all forms of b2b communication in both the staged spaces we work in and as separate streams.

As well as content development they design, manage and direct the technical resources required to build an event. They are not only paid to make corporate 'gods' look good in the flesh: they are paid to control the variables - from the technical management of equipment through to the direction and production of the content: in other words, to minimise risk - risk of people falling flat on their face - in every way.

To complete the service they help clients to take control of the project at delivery point - with speaker and presenter direction, technical integration, and show calling. The investment in time to deliver the event cannot be compromised on the day.

Mike Bell: formerly head of UK-staging company and UK production agency: worked across all areas of live events - from rock to theatre - from corporate to government: consults to a variety of UK and USA-based production agencies.

Clair May: core background in marketing client-side: moved across to live events in staging and production agency environments: continues to support a number of agencies and freelance producers in delivering live and cross-media projects.

### **Caroline Blake – public relations**

Caroline has worked in the technology industry for over 18 years. She began her career by setting up the London operation of a regional PR agency before moving to the in-house PR department at Logic.

In 1989 she joined Unisys as European PR Manager, and then became European Communications Director at Wang in 1995. Her last corporate position was as Director of Marketing for consulting firm Lorien plc before deciding to set up her marketing consultancy.

### **David Bradshaw – creative (corporate identity, advertising, and design for print)**

David has over 12 years experience as a design consultant and art director.

He was a founding partner of the London based consultancy Push Design, where he developed a wealth of experience in branding, identity and design for print. He has created visual identities for IPPR (Institute of Public Policy Research), VH1 Classic, amongst others, as well as developing the existing identities of MTV Europe.

A prolonged relationship with EMAP included direct marketing campaigns and identity development for Magic 105.4 FM and Kiss FM brands. Success in these areas led on to advertising campaigns for Q magazine (Britain's best selling music magazine).

David has worked on a wide variety of print projects including: Smirnoff Fashion Awards, annual report and promotion literature for BFI and University of Sussex. He has extensive experience in publishing where projects have included design of Robbie Williams award winning auto-biography SomebodySomeday.

### **Richard Brooks – design production (print & web)**

Richard has his roots firmly in design for print, with over 20 years experience in the industry. Having worked for a number of design agencies in the south east he has gained a wealth of experience across many areas. Including advertising, exhibitions, corporate literature, holiday brochures and magazine production.

Not only does Richard have an in-depth knowledge of printing processes and print related issues but also over the past seven years has also been integral to the design, build and development of a number of highly successful websites including: [www.go-fly.com](http://www.go-fly.com), [www.3d.co.uk](http://www.3d.co.uk) and [www.summercamp.co.uk](http://www.summercamp.co.uk). With a keen eye for detail and a thorough understanding of the technologies involved Richard is well able to manage, oversee and produce the most demanding of cross media projects.

### **Debbie Brown – brand strategy and marketing communications**

Debbie has over 17 years business-to-business marketing experience in the IT and Telco sector and has recently returned from four years in the US. In addition to her extensive international brand management and online marketing experience gained at Yahoo!, she has co-authored the Chartered Institute of Marketing E-Learning Module which culminated into an on-line 'bible' for brand management for CIM students and executives.

Among her many achievements, Debbie re-launched the BT brand into the Americas market and over the last two years moved the BT business revenue from a \$150 million to a \$450 million. In addition, Debbie has increased brand awareness by 50%, so ensuring that BT is now perceived as a serious contender in the US Telco and Solutions market.

Prior to her US secondment, Debbie was responsible for launching BT's Customer Relationship Management (CRM) proposition into the UK market, as well as re-launching BT's business brand. Along with her experience in developing strategic business partnerships and relationship management, Debbie has a wealth of marketing experience to offer in the Brand and Marketing Communications arena.

### **Maggie Campbell – TV producer**

Maggie has worked with some of the most eminent people in advertising. A number of her ads have featured in The Times 100 Greatest Ads - Smash Martians, Courage Bitter 'Gercha', Sugar Puffs, The Honey Monster, Oxo Family, Renault's Nicole and Papa, Homepride Flour Men, Courage Hofmeister Bear, Duracell Bunny. But this is just a small sample of the ad campaigns she has worked on. Some of her work has been exhibited at the V&A and she has won awards at DATA BTA Cannes.

She has been head of TV at Publicis and VCCP and has also been a freelance TV Producer for a number of years. Some of her recent work was for Hyundai, Diet Coke, Trebor, Fedex, ING and Dyson. Her skills include account management (including all budget management), liaising with creative departments and production, casting, negotiation fees and copyright issues, all production related activities, booking UK transmission, clearance and playout for TV stations. She has also set up and managed a number of TV departments, recruiting and training her teams.

Maggie has also been a Judge for DADA, the Channel 4 animation awards, a Study Group Tutor for APA Master Class and was a member of the IPA CPPG Media Affairs Policy Group.

**Mark Charmer – *marketing and public relations***

A communications strategist, creative thinker and writer, Mark has nine years experience in marketing and public relations. An independent consultant for the past five years, his broad corporate and technology industry knowledge 'gives him a real edge when developing stories and campaigns'.

He has worked with some leading PR agencies including Hill and Knowlton, Firefly, Mahseer, Kaizo and Montgomery-Baird Communications on both single and multi-country campaigns. Client experience includes large and small companies, ranging from Hewlett-Packard, Compaq, Dell, Sony and Apple to Accrue Software, Convergys, Trade Partners UK, eLance and Xtempus.

Intimate understanding of the workings of PR agencies and campaigns make him well-suited to setting up projects, teams and networks. Mark founded the ICONIC Network in 2001 from a desire to bring together experienced people who preferred to work outside of the conventional industry structure.

He is currently studying for a Masters degree in Design Studies at Central Saint Martins College in London and chairs the IT group of UK mentoring charity Big Brothers and Sisters.

**Gareth Cooper – *creative artworker***

Gareth has experience of running a busy studio alongside artwork duties and of providing support to the creative director. He has enhanced design and layout skills and has done photo retouching & compositions whilst working on web design as well.

Gareth's key skills cover all the major design and artwork software products such as Quark and Photoshop.

**Caroline Corfield-Rose – *public relations***

Caroline has joined TMN from BAA plc where, reporting to the Director Corporate & Public Affairs, she worked closely with the chief executive and board of directors. Her role focused on protecting and enhancing the BAA plc corporate reputation through the media to key audiences including the city, stakeholders, shareholders, business leaders, opinion formers, general public/passengers. The brief involved leading the media activity for the group, co-ordinating the media team around the group in the UK and co-ordinating activity with representatives of BAA abroad. Close liaison with each airport team, as well as government, investor and internal communications teams, was core to success.

Specific activity in this role has recently included:

- Managing the media profile of the new chief executive
- Creating a proactive media campaign co-ordinated between corporate and airport teams, to support the recent Government decision in favour of new runways in the South East of England.
- Promoting BAA's successful record in aviation security.
- Writing the company's annual report and assisting in its management (2001-3).
- Crisis management
- Daily issues management
- Risk management

Prior to this Caroline was Communications Manager at BAA's Heathrow Express where she developed a communications strategy for the service, ran internal communications, managed all international and UK media relations including the launch event attended by Tony Blair and John Prescott.

Caroline's agency experience includes running the Transport/travel division for Communications Partnership and she was a Director at Marketeer where she worked for a number of household names in the transport and travel sectors.

**Claire Davidge – *marketing strategy and project management***

Claire has had a variety of marketing roles which have given her invaluable project management experience.

She worked for Egmont Fleetway Ltd as Marketing Manager Pre-School Publications 1994-1997 who benefited from her classical FMCG marketing and account management skills to take advantage of the growth of the toy & licensing industry. Following INSEAD Marketing Effectiveness training, she was promoted to Publisher. A couple of notable achievements include growing the circulation of core title Disney & Me over 300% using TV and BTL activity and launching Winnie the Pooh and Barbie with roll-out across Europe

Claire's FMCG experience includes Yardley Lenthéric Group where she was Marketing Manager Cosmetics & Men's Fragrances and she was Promoted to a Global communications role under the new MD. Here she managed the transition of Boots from local to central buying and from consultant managed to self-merchandising units in 800 stores; researched, developed and launched new cosmetic & fragrance brands; had a dual role as Marketing Manager and key account Manager for Boots, Superdrug, Department Stores, Supermarket multiples including contract manufacture and also managed key events.

Claire's retail experience includes Mideas Shoe Group and Badger Sports Ltd 1986 to 1989 as Sales & Marketing Co-ordinator to develop sales & marketing functions for 'start-up' ski equipment & clothing distributor.

**Michelle Denton – *reputation consultant***

Michelle Denton has over 15 years experience in building reputations in both the US and UK. An independent reputation management consultant, she has worked with Cadbury, DeBeers, the Nuclear Industry Association, Last.fm, NHS Plus, the Department of Health & Which?. Her expertise

in communications, policy analysis & business development ensures clients maximise opportunities and minimise risks as they seek to enhance their reputation in a rapidly changing world.

Between 1989 & 1997, Michelle worked as a policy specialist on energy and environmental issues in Washington, DC. As advisor to Speaker Tom Foley, she led policy development and liaised with stakeholders including industry, trade unions, NGOs, the media, other members of Congress and the Executive branch. During her tenure, she managed passage of the National Energy Policy Act and issues related to hydropower, nuclear energy and waste remediation.

In 1995, she joined the staff of President Clinton's Council on Environmental Quality (CEQ) as Director of External Relations. In her first year, she secured 'confirmation' of CEQ's Chair by a Republican Senate and reversed a 50% budget cut.

In 1998, she completed an MSc at the London School of Economics and subsequently joined the State of California's London office. There she developed a successful business development program and improved client satisfaction while leveraging 'California', the brand, to enhance the office's reputation.

#### **Shaun Dobson – *online technical solutions***

Shaun is a Web Developer and Programmer with 3 years experience of front-end development. He has worked on B2B, e-commerce and promotional sites and also has good experience of back-end development of large-scale and database-driven sites for the private sector. Shaun is highly flexible and committed with excellent troubleshooting and communication skills.

Shaun's key experience includes specialist knowledge of client-side web technologies JavaScript, CSS, DHTML and HTML. He has extensive knowledge and development and programming experience of database-driven websites using server-side ColdFusion and MYSQL applications on Unix servers and working knowledge of ASP and open source Perl/CGI, PHP and Java solutions. Unix server administration skills. He is also able to hand-code scalable, fast DHTML user interfaces which are easy to use and browser/platform independent and he has developed admin interfaces specifically designed for use on Pocket PCs used on location by construction company trade-check.

#### **Emily Droogleever – *public relations***

Emily has over eleven years PR experience working predominantly in London for a number of PR consultancies. She has deep knowledge of a number of sectors including IT, telecom, training/HR and consumer electronics. She worked for five years at Portfolio Communications and was heavily involved in coordinating European programmes and events. She became an independent consultant in 2003.

Emily has been a member of TMN for the past 3 years and has successfully worked on a number of accounts such as Direct Response, and Lombard Technology Services. Along with other PR activities, she has been instrumental in placing articles in media ranging from the FT to industry specialist titles and vertical sector titles.

Strong at both media relations and client interaction, Emily is now based on the west coast of Ireland and is living proof of how geographically flexible and seamless a virtual team can be. She handles campaigns in both the UK and Republic of Ireland from this location. Past or current clients include Sybase, Telstra, NTL, Global Knowledge, eFunds International, Rackspace Managed Hosting, Direct Response, Dolby Inc and Capita.

#### **Nick Eakhurst – *website development and architecture***

Nick has 16 years media experience spanning advertising, web development and creative design. At Imagination, he produced multimedia and internet experiences for Ford and BT in the Millennium Dome. He became Deputy Creative Director of award-winning digital media company Victoria Real, delivering projects for PlayUK, Camelot, UEFA and Ladbrokes. His experience spans creative consultancy, project management and business development.

Nick's key role at TMN is as information architect where he defines the structure of large, complex websites.

#### **Bieneosa Ebite – *public relations***

Bieneosa is a versatile consultant with over 9 years experience in public relations. Her career began in financial services at Western Union, where she managed community engagement and media relations activity targeted at the UK's Black and Minority Ethnic groups. Bieneosa was instrumental in helping the brand to establish key relationships with the ethnic media and community leaders. During her time at Western Union, she played a significant role in the execution of the brand's three-year headline sponsorship of the Notting Hill Carnival.

After leaving Western Union, she joined McDonald's Restaurants, spending 4 years as a Regional Communications Manager responsible for the proactive and reactive communication for 200 restaurants. She worked for the brand when it was under significant media attack and her issues management skills were put to good use in helping to minimize the impact of Supersize Me, Fast Food Nation, and Jamie's School Dinners as well campaigns from pressure groups and health issues around obesity. Bieneosa was influential in training franchisees and restaurant managers as brand ambassadors, giving them the tools to challenge the negative perceptions of the brand and to position their restaurants as being at the heart of their communities.

Bieneosa also developed media activity for restaurant refurbishments and new product launches. She also played a significant role in the brand's public affairs activity including relationship building with members of parliament, councillors and council leaders.

Since leaving McDonald's, Bieneosa set up her own public relations consultancy. She has worked with a number of organisations including the Home Office, where she developed stakeholder mapping tools and internal systems for engagement and evaluation. She has managed a number of campaigns with diverse organisations including Oxfam, Thomas Eggar LLP, Big Lottery Fund, Oxford Cambridge and RSA Examinations and The Association for Black Engineers.

#### **Christine Engert – *desktop publishing***

Christine is a desktop publishing and artwork for print expert. She handles everything from briefing through to managing repro houses and printers, controlling flats and proofs and general production management. She has 10 years professional experience in design, layout and final

artwork for advertising agencies and publishers in London and agencies in the Brighton area, working on catalogues, books, product guides and magazines, as well as brochures, newsletters, ads, direct mail media, book covers, point of sale material, exhibition stands, packaging and stationery in various languages.

She is trained to use high-end Photoshop CS, Illustrator CS, QuarkXPress with which she produced complex photo-montages, colour corrections, image manipulations and prepares images for the web.

#### **Hank Eriksson – *online technical solutions***

Originally a systems designer for telecoms (Ericsson), Hank was involved in developing a number of services for Ericsson. Most notably, he was involved in writing code for the Symbian operating system. Hank now combines his knowledge of statistics, business services and programming and mainly concentrates on backend programming for websites and sophisticated online business solutions.

Some of his latest big projects have included standardising and normalising data for databases and then writing interactive web-based tools enabling end-users to access the data in graphic and downloadable formats. The objective has been to enable business forecasting and planning to be carried out utilising data from a number of disparate sources. Hank's technical skills include: Perl, PHP, C++, Java, Javascript, Coldfusion, VB(.Net), Linux, Windows XP, 2000 and 98, MySQL, Access, SQL server.

#### **Sarah Fiedosiuk – *public relations***

Sarah Fiedosiuk has worked in PR for twenty years both in-house and in consultancy. During that time, her roles have included PR Manager for Hamptons International, a large property firm with, then, 190 offices nationwide and overseas. Having been with Hamptons for seven years, she started a small niche consultancy - Jago D'arcy Hale - with a colleague and became involved during their ten years of partnership with some of London's most prestigious and talked about residential schemes. Clients of Jago D'arcy Hale included The Grosvenor Estate, (where she looked after and re-launched the image of Eaton Square on behalf of the Estate), a highly successful developer called Northacre Developments, Soneva Fushi in the Maldives, the launch of Primelocation, the UK's leading property website, buying agents Property Vision as well as other key, niche firms where she took the lead in the strategic planning and implementation of corporate press and public relations.

Sarah prides herself in the ability to fully understand and translate a client's needs. She specialises in creating individual marketing solutions combined with a highly personal service and the expertise to produce the desired results.

Although the firm, Jago D'arcy Hale, is still in existence, Sarah sold her share three years ago and is now a member of the Total Marketing Network.

#### **Cathy Gibbon – *web strategy, web development and e-marketing***

Cathy has over 13 years of marketing and sales experience and specialises in web design, development and marketing. She has the rare ability to be able to turn the world of web into plain English, making her an ideal link between client and technical teams in the progress of web based projects. She has an excellent eye for design, a sound understanding of front-end and back-end technology and is a competent project manager who communicates well at all levels of business.

Cathy offers a broad range of skills, from strategic planning and project management to managing web design and production, database development and e-marketing campaigns; domain management, accessibility, search engine optimisation are some of her favourite hot topics!

She has extensive experience in a broad swathe of different business types - from campaign management, to manufacturing, from the travel industry to banking. Previous employers include Epon Europe BV (European e-Business Manager), Go Fly Ltd (Internet Manager covering both B2C and B2B sites) and Abbey National plc (e-Commerce manager).

Cathy's most recent role was web and e-marketing manager for London 2012 - the successful bid to bring the Olympic and Paralympic Games to London in 2012. Here, she was responsible for the planning, design and development of award-winning [www.london2012.com](http://www.london2012.com) and its accompanying online public support campaign. This website won the New Media Age Public Sector Award in June 2005.

#### **Alan Haley – *marketing and telesales***

Alan has held a variety of sales and marketing management roles within the IT industry, with companies such as Cap Gemini, Wang, Comshare, Mantix and Cullinet (CA).

In 1994 Alan founded EUROPA providing telemarketing and sales support services to the hi-tech industry both in the UK and across Europe, delivered by IT industry professionals with a high degree of training, motivation and stability. In addition, the company focuses on providing excellent project and data management skills, with the ability to manage the logistical elements of business development, co-marketing campaigns and event support.

Year on year growth, with an impressive list of clients across the IT and services spectrum, are testimony to the quality of their work.

#### **Julie Hill – *editor and writer***

Julie is an editor and writer with seven years' experience in business magazine publishing. After a number of years in book publishing, which included a stint as project editor of Hodder & Stoughton's business list, Julie joined Caspian Publishing, where she worked as assistant editor on Real Business magazine for SMEs. She then joined the company's contract publishing team, where she spent three years editing customer magazines for the likes of Microsoft, EMC and CSC.

Since going freelance, she writes regular technology news and features for The Guardian, E-Government Bulletin, E-Access Bulletin and Business Voice. She has also written case studies and white papers for a number of technology clients, including IBM, SAP, Magirus and Sybase, and managed customer publications for Microsoft, CSC, asb law and Close Brothers Corporate Finance. She has experience in managing all stages of the editorial process - from generating ideas and writing and commissioning articles, to sub-editing and working on final layouts.

**Jan E H Howells – media/PR consultant**

Jan has extensive experience in the communications industry. She has worked as a freelance media/PR consultant for several years, as well as in-house and agency roles. One of her specialist areas is ePR and online content. She has worked for a number of companies, including ARM, BSkyB, The Ecologist, Haymarket Publishing, VNU, ZDNet, IDG and MSN. She started out her career as an IT journalist, working in the UK, Europe, US and Asia Pacific markets. She was the launch editor of ComputerActive, the UK's first fortnightly consumer technology publication. She has a BA Hons Degree from the University of Wales, Aberystwyth and a postgraduate degree in journalism and communications from the University of Westminster, London. She is the author of DK's best selling 'Parental Control: Internet'.

**Tina Kane – specialist financial marketing and communications**

Tina has 25 years' marketing communications and product packaging experience, primarily in the international financial community and covering a wide range of disciplines and instruments. Her expertise is in coordinating product development and customer-facing departments to develop the appropriate packaging and plans to take product concepts and launches successfully to the target market.

Tina's clients include a number of global investment banks headquartered in Europe and various smaller companies with ad hoc marketing communications requirements. In the past, she was responsible for global marketing communications for EBS, the leading electronic broking platform for foreign exchange trading.

In addition to providing overall corporate communications services, a key role at EBS was to create appropriate packaging and launch programs for all product launches. She was also instrumental in establishing the EBS Market Data business and launching the EBS Ticker.

Tina has also advise a number of market data providers including Telerate (now owned by Reuters), Dow Jones, Reuters and Bloomberg.

Prior to EBS, Tina was a financial public relations adviser to a number of financial institutions, including Citibank, where for a number of years she worked closely with its London-based Financial Institutions Group to develop materials and identify promotional opportunities to promote Global Custody, Cash Management and Trade Finance businesses. In this capacity she developed strong relationships with key financial media, particularly the trade publications read widely by professional financial participants including FXWeek, Profit and Loss, Euromoney and so on.

**Stuart Lauchlan – journalist and media consultant**

Stuart Lauchlan is a freelance journalist and media consultant with 12 year's experience of writing about the technology, management and business sectors, both in Europe and the US. Beginning his career as Reporter, then Senior Reporter at Computing newspaper, Stuart spent a year as Senior Software Industry Analyst with market research firm International Data Corporation before becoming news editor, then contributing editor of Computing. A period in San Francisco followed as one of the launch team for the VNU Online Newswire service. Returning to the UK, Stuart was Editorial Development Manager for CMP Media, working on a range of titles including Information Week and Computer Reseller News.

For the past two years, he has been freelance, contributing to a variety of print and online publications on both sides of the Atlantic, including being a regular columnist for Internet World and News Editor for CRM-Forum Newswire. Freelance editorial contributions have included: Computing, Business and Technology, Catalyst, IT Week, Computer Business Review, Information Age, The Sunday Times, Information Week US, Financial Times, ISP World, mCommerce World, eVantage.

Media consultancy freelance work has included editorial material for Oracle, Novell, BEA Systems, etc Consultancy, Accenture, ICL, Infobank, KVS, Forte Software, iPlanet, the Object Management Group and StorageTek.

**Andrea Lewis – strategy consultant, project manager for sales and marketing**

Andrea has over ten years of marketing, sales and strategic experience across multiple sectors both in-house and agency. Her core expertise is as an experienced project manager and she is very practised in giving marketing advice to and implementing plans for organisations at all levels. Having most recently worked on two high-profile campaigns - the London 2012 bid for the Olympic and Paralympic Games and Make Poverty History - she is used to finding creative and practical solutions to the most complex issues. At the London bid, she was right-hand person to the Chairman and worked on a variety of strategic, marketing and technical projects.

Prior to that, Andrea worked for and helped establish a communications company called Cantos, which specialises in advising Chairmen, CEOs and communications Directors, providing tools for them to communicate with their stakeholders. There she won and worked with clients in leisure/food and beverages, industry, telecoms, financial services and retail as well as the IT and media sectors.

After leaving university Andrea initially worked for ICI for 3 years in Buenos Aires, Paris and Brussels in a variety of marketing and customer service roles and then for an American stockbroker in London doing business development and product management. She speaks French, German and Spanish to a high standard.

**Marie Lightfoot – strategy consulting and training**

Marie gained uniquely broad "end-to-end" experience during her 17-year career with Citibank. From an initial focus on technology and project management Marie helped to define the business role of Product Manager before becoming Deputy Branch Manager of Citibank's Scottish branch. Relationship Management experience focussed on the Life Assurance and Fund Management industries, with product focus on Cash Management and Custody Services. Marie has a particular strength in bridging the business/technology gap and knowledge transfer techniques, including web management.

Most recently, Marie has worked with ABN AMRO on a variety of marketing and communications initiatives. This includes the current development of a knowledge management information system where Marie has responsibility for content collection.

### **Roger Linn – marketing consultant and copywriter**

Roger is equally at home defining strategy, managing agencies, or leading teams.

Roger has provided marketing communications advice and copywriting for an extremely varied client list which includes: Andersen Consulting, TSB Bank, NAAFI Financial Services, Zivnostenka Bank (Czech Republic), VISA International, B&CE Insurance Ltd, Bluehawk Marketing Ltd, Beament Design Ltd, Lloyds TSB Insurance Services and 3i Group

Roger has also written speeches for key players in VISA International and NAAFI Financial Services; internal change management literature for Andersen Consulting; advertising and direct mail for a number of agencies.

Prior to joining the freelance community Roger was Joint Managing Director of J Walter Thompson Direct where he was involved in Ford-managed Jaguar cars. He had a distinguished career with TSB where he was Head of Marketing Communications, TSB Bank, responsible for all of the bank's marketing communications including Advertising, Design, Direct Mail, Sponsorship and Sales Promotion. Winner of the Advertising Effectiveness of the year award. Final year budget c.£14 million.

Roger began his career with TSB as Head of Advertising, Press and Public Relations for TSB Trustcard. He was hired to launch the company and its new stand-alone product. He initiated an innovative TV advertising and highly targeted direct mail campaign which ensured that Trustcard ownership rose from c. 900,000 to over 2 million in the same period.

Prior to joining TSB he had various roles in PR and sales with Wells O'Brien & Co, The O'Brien Org, Autobooks Ltd, National Opinion Polls Ltd. And from 1961 to 1970 he was a Commissioned Officer with HM Royal Marines.

### **Samantha Marsh – travel PR specialist**

Samantha has worked in the PR industry for over 10 years. As an account director at a leading travel PR consultancy, she successfully directed the company's largest account for five years. During this time she also directed across a number of prestigious accounts including Isle of Man Department of Tourism & Leisure, Rhodes Tourism, Tailor Made Travel, Quest Travel, Atlantic Canada, Blakes Holiday Cottages and Blakes Holiday Boating plus trade only account medlifelifehotels.com. Career highlights include leading the campaign to successfully reposition the image of Rhodes in the wake of extensive negative media coverage of loutish behaviour by UK visitors to Faliraki in 2003.

Samantha has firmly put the Isle of Man on the map as a leading activity destination and film location.

Samantha also has PR experience working in the motorsport, DIY, home and construction sectors after graduating with a BA honours in Public Relations from the University of Central Lancashire.

### **Zena Martin – marketing communications consultancy**

Zena has 20 years' consumer and technology marketing communications experience, having worked in both the US and UK in Advertising, Public Relations and In-House Marketing Communications, targeting mainstream and diverse audiences. In addition to being part of the TMN network, Zena is the Managing Director of Acknowledge Communications Ltd., which helps UK and European companies and organisations successfully and respectfully reach their diverse customers, employees and constituents.

Prior to those roles, Zena served as the Managing Director for WPP PR agencies, piranhaKid and Blanc & Otus, in London, working on such clients as Heineken, Right Guard, Wanadoo, Nominum and Epiphany; and held management positions at Firefly Communications and Text 100 on clients such as TDK Europe, Bain & Co., MTV Networks Europe and Xerox. In various cities in the US, Zena worked at advertising agencies, McCann Erickson, DDB Needham, Leo Burnett and UniWorld Group on blue-chip fmcg and telecoms clients; and as an in-house marcomms manager at BellSouth to launch its ISP, bellsouth.net.

Zena gives high level, strategic consultancy to her clients, which ranges from media training and executive coaching to positioning, messaging and integrated marketing communications plan development.

### **Lucy McCrickard – sports marketing, brand sponsorship and event management**

Lucy has sixteen years experience ensuring that brands reap maximum benefit from their involvement with brand marketing through sponsorship. Her skills cover celebrity and athlete management; sports and arts event marketing and PR; practical and tactical event management; contract negotiation; crisis management; campaign audits; benchmarking and project evaluation.

A six year 'apprenticeship' with sports marketing entrepreneur and Olympic athlete Alan Pascoe was followed by a further six years managing the sponsorship accounts at Ketchum PR; latterly as Director of the UK specialist sponsorship division.

Most recently Lucy has been running her own brand and event marketing company specialising in offering consultancy advice to companies and individuals in the creative leveraging, marketing and organisation of their sponsorship activities and events. She is currently in her ninth year managing Flora's sponsorship of the London Marathon and is also working as commercial agent and manager for British Olympic Marathon runner Tracey Morris.

Her client portfolio includes:

- Royal Shakespeare Company - Allied Domecq's six year title sponsorship
- Allied Domecq New Playwright and Translation Awards
- 'Teacher's Jazz' – international jazz club tours for Teacher's Whisky
- Radio Rentals celebrity roadshows and employee incentive schemes featuring Saint & Greavie and Rory Bremner
- Lucozade Sport – personal endorsements of Linford Christie, Roger Black, Kriss Akabussi and Fatima Whitbread's Chafford Hundred Athletics Club
- The University Boat Race (for Beefeater Gin and Aberdeen Asset Management)
- U15 Cricket World Cup (for Lombard in 1996 and Costcutter in 2000)
- Land Rover Nations Cup international sailing championships (1990/1991)

- GB Track and Field Athletics event management 1988 –1993
- Steve Redgrave/Matthew Pinsent launch of their Sydney 2000 Olympic Campaign for Lombard

### **Janis McGinn – copywriting**

Janice works as a Freelance author on Reputation Impact, Internet World and CRM-Forum. She also has extensive experience of managing media training and analyst liaison programmes for a number of PR companies.

She also worked for Killik & Co Stockbrokers as Editor and Equity Analyst and wrote and edited Killik Daily and Weekly Views, which were posted on the website and available to the public. She edited The Monthly View, Killik's keynote publication, which has a subscription-based print run of 7,000 and analysed stocks, formulated house views and generated recommendations.

Janice has published a 70,000 word book on customer relationship management, 'Increasing Customer Loyalty and Profitability in Retail Financial Services'. She has also published in Computing, Computer Weekly, Information Week, Computer Reseller News, Business & Technology, Computer Business Review etc.

Freelancing experience includes writing for major business-to-business publishing houses such as VNU, Reed, Informa, CMP Media and others. Her online experience includes The Register, VNU Newswire, Computerwire and CRM-Forum.

### **Janine Milne – copywriter**

Janine Milne is a freelance journalist with more than 15 years experience writing about business, technology, management and HR issues.

For the last four and half years, Janine has edited Internet World magazine. Since turning freelance last year, she now also writes for a range of other titles, including Outsource, MIS magazine, Information World Review, Learning & Development and Voluntary Sector magazine.

Prior to joining Internet World, Janine worked for a variety of IT titles, including stints as a managing editor at Information Week and features editor of Computing.

### **Deborah North – events & communication solution provider**

Deborah is a highly organised and versatile individual with an exceptional track record in the blue chip sector. She has a sound basis in project management, communication, creative solutions, and relationship management.

Thriving on delivering and leading complex projects, Deborah nurtures strong relationships with internal teams so as to constantly keep abreast of changing requirements. She was instrumental in upgrading the delivery of an in-house event for Marks & Spencer plc to the level of a major national conference - on time and to budget.

A high calibre individual, tenacious and persistent in the pursuit of her goals, Deborah is a rigorous guardian of corporate brands and their reputation. She is now using her knowledge and experience across a wide contact base to create events which are exciting, efficient and cost effective, to offer clients quality, flexibility and cost control in their communication strategy.

### **Jill Pearcy – public relations**

Jill is a director-level communications specialist with 20 years B2B experience with agencies and in-house. Her consultancy work with Edelman, Harrison Sadler and DPA included managing Rockwell, Amdahl, Cable & Wireless and Kodak accounts, while at Ogilvy she managed the European PR network for IBM.

In 1998 Jill joined Unisys, becoming Communications and PR director with responsibility for all external and internal communications in the UK. She also launched the company's first offshore operation, in Bangalore, and directed key European projects. She was subsequently recruited by SWIFT, the Brussels-based financial organisation, as Global Head of Communications.

Jill's communications philosophy is simple: "You need to respect people's locality, culture and, above all, their intelligence. Anything less and you're letting down yourself, your client and their customers."

### **Charlotte Pearl – public relations**

Charlotte Pearl has 10 years experience in IT marketing and public relations. After 2 years with Apple Computer, she moved to systems integrator Corporate Computers, where she managed the marketing activities for the its Apple business. On leaving Corporate Computers she joined Brodeur A Plus (now Brodeur Worldwide), a leading IT PR consultancy. During three years working for the company she had responsibility for driving and directing client accounts and PR programmes for European and UK customers, including business development. Clients included IBM Software Europe, which involved creating and managing European PR programmes both at a strategic and implementation level, IBM Global Network, IBM Consumer Europe, Pioneer, ITSEC and RCMS. Experience includes media relations, developing, writing and managing a range of collateral for general market and PR, specific campaigns and event management, including product launches, press trips and international lab tours.

While at Brodeur A Plus, Charlotte gained extensive experience of the enterprise marketplace, both in terms of developing and implementing PR programmes at a European and UK level, and media relations. She was instrumental in launching IBM's middleware portfolio, Eagle, which included European press launches, journalist technical events at IBM's Swedish labs and developing material based on market issues for use with the press throughout Europe. On an ongoing basis, she managed a range of IBM's product areas in this field, including Data Management, Systems Management, and Transaction Systems. In addition, she was responsible for promoting IBM Software's channel programme, and developing extensive materials for use throughout Europe.

For the past 6 years Charlotte has been working on a freelance basis, working both directly for clients and for leading PR consultancies. Specific experience and market knowledge includes Internet information services, Internet/intranet technology, enterprise systems and software, recruitment, financial markets and the channel. As a freelancer, Charlotte offers a range of services, from media relations through to copywriting for marketing/PR material/articles and web sites. She also offers bespoke training for internal PR people on effective PR implementation.

**Irena Popovska-Jones – public relations**

Irena has been in PR since 1997 and has a reputation as a skilled media relations consultant, with a range of campaigns to her credit. Highlights include consumer media relations to launch Hollinger Media's Handbag.com. This major national and lifestyle media campaign involving the auction of celebrity handbags including that of Margaret Thatcher, garnering exceptional levels of media coverage. She has also driven media relations for clients such as digital agency Pod1, working with a wide range of marketing and trade titles to cover stories on digital marketing trends.

'Always great fun to work with' and 'tenacious as hell', Irena is rightly very popular with journalists and clients for making interviews happen in situations that would see many others give up. Irena joined TMN in late 2004 and currently handles media relations for Pilot Software as well as a number of consumer and business-to-business clients.

**Gary Prince – creative (advertising, websites and design for print)**

Gary worked in London for a number of agencies creating packaging for BAT Tobacco, Lesney Toys and developing recruitment advertising for the IT industry.

In 1985 Gary became a founding partner of Bluehawk Design, initially undertaking all design and artwork for clients including Brands Hatch Circuits. He went on to become production director, responsible for artwork production control, print buying, producing proposals and day to day liaison with clients including Seaboard, Sony, Lloyds Bank Insurance Services, Callaway Golf, B&CE and 3i. Recent clients include Filofax and Lewes District Council.

**Denise Pritchard – strategy and concept planning**

Denise Pritchard has founded three south coast-based marketing communications companies. The first, Integrated Marketing Limited, was set up in 1995. In 1998 IML was merged with a design consultancy to create WorkZone ([www.workzone.co.uk](http://www.workzone.co.uk)). Her experience spans strategic marketing including analysis and planning, implementation of tactical activities and managing integrated marketing campaigns.

In 2002, Denise founded Total Marketing Network ([www.totalmarketingnetwork.com](http://www.totalmarketingnetwork.com)). TMN provides clients with flexible and integrated communications solutions. The fast growth of TMN (now 55 consultants) has enabled the company to join the MDHub 100 which consists of the 100 fastest growing companies on the South Coast of England.

In the last 6 years, Total Marketing Network has developed a diverse customer base. Clients include ABN AMRO, Lombard Technology Services, BT, Neilson Active Holidays and Forrester Research to name but a few. Previously, Denise was a management consultant at Coopers + Lybrand (telecoms division) and head of marketing for Banyan Systems. Denise has a Law degree from UCL in London.

**David Sheppard – creative (branding, websites and design for print)**

From 1993-2001 David worked as a senior designer for a leading south coast agency. In 2001 David joined up with his former colleague Richard Brooks to set up Proworx, bringing together an extensive knowledge of design and production skills.

David has a broad range of design skills, is proficient in design for print, and specialises in branding and identity work. He has worked on major campaigns for the retail, leisure and education markets, including brochures, direct mail and online marketing solutions for clients including Sainsbury's, TheTrainline.com, Center Parcs, BP, Coca Cola, TKMaxx and 3D Education and Adventure.

David is responsible for the design and production of the new quarterly magazine for Lombard GATX Technology.

Since internet-based marketing has become more dominant, David has designed online solutions and campaigns for a wide variety of clients, producing e-commerce sites, on-line booking systems and e-marketing. David also has a flexible illustrative style which can be utilised across all media.

**James Sinclair – writer / creative director / director**

James' career spans twenty years at the highest level of national and international advertising & marketing communications and brand management.

He has been a regarded writer, creative director, executive creative director and finally Global creative director for some of the world's most respected agencies and networks including, Doyle Dane Bernbach (DDB), Bartle Bogle Hegarty (BBH), TBWA, Ogilvy & Mather (O&M), Lowes, Saatchi & Saatchi, and Leo Burnett.

His work has been awarded the highest possible accolades and was most recently enlisted into the Clio's hall of fame - american advertising's most coveted honour.

This is not to say that James is an 'award chaser' at the cost of effective communications. 'Effectiveness First' has long been his motto. Hardly better exemplified in his work for Johnnie Walker Whiskey. His 'Keep Walking' campaign increased worldwide sales by 12% in the first 3 months of breaking and in some key markets gained as much as 60% increase. Staggering success from simple, powerful co-ordinated brand communications.

**Tara Solesbury – web strategist**

Tara is a producer, strategist and consultant with over twelve years professional experience working in the creative industries, most recently at the heart of the digital media sector as Director of Projects at Wired Sussex.

She combines a passion for technology, media and culture with a successfully track record of producing bespoke events and multi-partnered projects including the Brighton Digital Festival, Women in Media initiative, i-design 08 conference and the Skillset Business Development Scheme. She has also managed high-profile web projects for clients such as Stella McCartney, BMG Music and St Luke's advertising agency.

Tara has extensive experience of marketing, project direction, brand development and event production. She is based in Brighton and is currently working with a wide range of public sector

and commercial clients to realise their business ambitions.

**Andy Spiller – creative (advertising, websites and design for print)**

Between 1982 and 1994 Andy worked for a number of companies, full time and freelance, in Glasgow and Edinburgh. This period includes an initial six year stint at Scott Stern Associates, at this time one of the largest agencies in Scotland, and 2 years as Creative Director at McLachlan Design.

Andy has worked on a wide variety of projects including:- A commemorative brochure for the re-opening of the BBC's premises in Edinburgh; Below-the-line campaigns and packaging design for Scottish & Newcastle Breweries, Cadbury Schweppes, Baxters, Whyte & MacKay and McCowans; advertising campaigns for financial sector clients Murray Johnstone; food and drink sector clients United Distillers and Guinness; various corporate IDs. Promotional literature for:- Scottish Power, Scottish Ballet, The Daily Record/Sunday Mail, Glasgow Investment Managers, Quality Street and Radio Clyde.

During this time Andy became a Member of the Chartered Society of Designers.

In October 1994 Andy moved South to work for Bluehawk Design and Marketing as Head of Design. Some of the clients Andy produced work for included:- Lloyds TSB, Seaboard, Virgin Atlantic, 3I, Sony, Securicor, IAMS and Eastern Electricity.

Along with design for print and advertising campaigns Andy has been responsible for various exhibition stand designs and an animated interactive "Flash" presentation.

**Paula Wagstaff – public relations**

Paula Wagstaff has worked in Corporate Communications and PR for more than 20 years. She worked for Ericsson for the last 14 years covering all aspects of internal and external communications including PR, advertising, web development, sponsorship, corporate citizenship and government relations.

In her position as Communications Director, she gained extensive knowledge in the telecommunications marketplace including mobile and fixed networks, mobile phones and applications and more recently the introduction of the next generation of mobile networks and phones (3G).

**Sarah Whittaker – web design, production and project management**

After an early career in electronic publishing and catalogue production, Sarah followed a Post Graduate path in Digital Media and has subsequently worked in new media as a Web Producer and consultant. Initially from a creative background Sarah now has extensive experience of the front end build of web sites, and a detailed understanding of the various technologies available to those looking for an innovative and functional online solution. She has a rare ability to combine design flare with technical ability.

She has worked with leading names that include ABN Amro, Maxdata, Management Today, Britannia, TK Maxx, and the Brighton based 3D Activities. She also has extensive Project Management experience in both the Public and Private sector. Projects include both small and large scale sites with varied functionality. She has extensive client experience and successfully manages projects and client relationships, as well as being intensively involved in the design and production phases. Sarah works primarily in HTML, DHTML, Flash, PhotoShop and Quark Xpress.

**Richard Wolfe – public relations**

Richard is a highly creative PR and communications professional with nine years of technology, B2B and corporate consultancy experience culminating in his role of Account Director at Portfolio Communications. He holds a proven track record of long-term client retention and profitable account development. With over four years of management experience, direct reporting to the board and a full portfolio of PR skills, Richard is ideally suited to senior freelance PR consulting within an agency, in-house environment or direct to clients. Richard is also an experienced copywriter, with particular expertise in drafting press releases, case studies, white papers, feature articles, website texts and reports. In many instances, Richard has also supplied original design work to support his text. His clients past and present include EDS, HP, Dell, Detica, NAI Fuller Peiser, Quantum and RSA

**Guy Wrench – sponsorship**

Guy founded Blue Hawk in 1982 which grew to become a major force in motorsport, promoting many international events including the British Grand Prix and the Birmingham Superprix.

Guy sold Blue Hawk in 1988 and joined the board of Brands Hatch Leisure plc. He capitalised on the growth of the corporate entertainment market by implementing many new non-racing activities at the Group's four circuits.

In 1989 Guy returned to his promotional roots and founded the advertising agency WMO, with Brands Hatch as his first customer. WMO's client base now includes the likes of The Grocer magazine and its offshoot Grocer TV, Fairline motor yachts, MG Rover, spectacles brands Reebok, Cerruti 1881, Porsche Design, Wimbledon and Rodenstock and others.

In 1998 founded BWP, a sports marketing agency. Within six months Martini had been positioned as Ford's principal sponsor, a programme that continues to this day. BWP is also responsible for West's sponsorship of the Honda Pons MotoGP team and for Hot Wheels' and Mobil's sponsorship of MG's international motorsport programme.

The combined force of WMO's creative flair and BWP's thorough understanding of the business of sponsorship, means that Guy can identify an opportunity, convert it into a viable business proposition and see it through to a successful completion.

**Therese Wulff – public relations**

Therese Wulff has over 9 years of healthcare PR experience. This includes working on medical publications as project manager and also as a conference reporter. She also has agency experience managing media programmes, health education initiatives and key opinion leader development.

In-house experience stems from four years at Schering Health Care as a founding member of their communications department and from being responsible for the planning and implementation of corporate and product communications programmes in areas ranging from multiple sclerosis (and

the NICE appraisal) to fertility control.

Therese has also gained invaluable consumer experience on recent accounts such as European Olive Oil Information Bureau and previously on fashion accounts such as Benetton and Russell & Bromley. Finally, Therese's whole family background is in the beauty industry, so she has a multi-dimensional knowledge of the industry.

