



CIM

The Chartered
Institute of Marketing

Allan McGregor BA (Econ), CIPD, ACIM
Co-founder and Managing Director of The Leadership People (TLP)

Allan's expertise includes:

- Leadership and team development - bespoke workshops.
- Design and facilitation of business and sales strategy sessions.
- Coaching. This is usually a bespoke series of one-to-one sessions, designed with a specific individual in mind.
- Management development - bespoke one-off and modular workshops.

- Design and facilitation of specific workshops e.g.
 - Strategic and creative thinking.
 - Recruitment and selection skills.
 - Performance management/appraisal skills.
 - Competency development for marketing professionals
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Libby Child

Libby Child is Managing Director (and owner) of Aprais UK, an international business relationship management company, which specialises in helping marketing companies work more effectively with their communication agencies. Clients include Marks & Spencer, Jaguar Land Rover, Sony Mobile, Vodafone, Glenfiddich and their agencies Mindshare, Young & Rubicam, Adam & Eve DDB, Tag, MEC. Aprais drive performance improvement across both teams using a proven methodology which combines data based, benchmarked analytics with qualitative insights. The Aprais results are frequently aligned to agency performance bonuses.

Although she is now a "business marriage guidance counsellor" Libby's background is in large international ad agency management. Initially joining Ogilvy and Mather as a graduate trainee, Libby has worked at Young & Rubicam and McCann Erickson in local, regional and global management roles across blue-chip accounts such as Nestlé, Bacardi, Unilever, Interbrew and Heinz. After a spell as Managing Director of the Scottish integrated agency, The Bridge, Libby joined FutureBrand, Interpublic's brand consulting and design business as Chief Operating Officer and then Regional Director EMEA.



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Leigh Hopwood

Leigh is a strategic marketer specialising in B2B technology and business services with over 17 years' experience both client-side and agency-side. She works with SMEs to develop their marketing strategy, mentors marketing professionals and provides consultancy and advice on marketing best practice. She is a Chartered Marketer who has been judging customer service awards for the last eight years and is the current elected CIM South East Regional Chair.

Martin Hill-Wilson

Martin Hill-Wilson started work in customer engagement when call centres were novel and direct marketing started challenging above the line budgets. Today he is an author, keynote speaker and strategic consultant. Current client work includes facilitating a legacy housing brand to embrace social engagement, designing and leading digital transformation for a Japanese manufacturer and helping numerous IT brands to develop long term engagement programmes to reposition their customer value.