



CIM

The Chartered  
Institute of Marketing

## Northern Conference 2017

### Speaker Biographies



#### **Nigel Coates, Marketing & Customer Director – Victoria Plum**

Nigel has over 20 years' marketing experience across a wide range of audience led categories including financial services, E-Commerce, retail, FMCG, commercial/residential property and B2B. His agency background is as a Client Services Director running a team of 60 across digital, account management and sales. Following this success he became CEO of Delete / Fuse8 Plc with teams based in Leeds, London and Russia - circa 100 staff. He is an expert in customer engagement, web insight and conversion, SEO, PPC and paid search, customer retention, plus he has significant all-round experience of working cross functionally to deliver a seamless integration with offline elements of the marketing mix. Recently Nigel led a change project across marketing and digital for a local Yorkshire financial services organisation, Engage Mutual, and led an Acquisition and Retention program for Provident Financial across digital before joining Victoria Plum in Hull.



#### **Phil Batty, Director of Marketing, Communities and Legacy – UK 2017**

In his role at Hull 2017, Phil leads on all aspects of marketing and community engagement, including the development of our learning and volunteer programmes. The ambition to bring 1 million extra visitors to Hull throughout the year will be in part driven by high profile national and international marketing activity designed to change perceptions of the city on a global stage. Working to promote 365 days of artistic programme the team will tell the story of a city in change as we journey towards delivering this iteration of the UK City of Culture project. With responsibility for increasing cultural participation amongst local residents and engaging over 4000 volunteers, Phil will ensure that all aspect of Hull 2017's work over the next two years leaves a lasting and tangible legacy for the city. Working with a range of partners from schools, colleges, creative businesses, health groups, local tourism and training bodies, we will ensure Hull delivers on the promised set out in the original bid put forward in 2013. Phil joined the Hull 2017 team after a decade running a leading UK youth marketing and research agency, established in 2006 at the age of 16 as part of a Young Enterprise Company Programme. Phil was also a volunteer on the Hull 2017 bid team.



**Peter Andrews, Marketing lecturer – Hull University Business School**

Peter Andrews is an award-winning Marketing Lecturer at Hull University Business School with a background in industry as a Director of an international Consumer Healthcare business and a director of a Marketing Consultancy & Innovation organisation. Peter is one of the Business School's lead academics in Digital Marketing and Social Media working with leading organisations and research projects. He has been directly responsible for adding over £350m of sales growth from innovation, brand growth and shaping strategy.



**Nick Breton, Head of Insurance – Let Alliance**

Marian is a professor of Marketing and Innovation and the Academic Lead at Kent Business School Medway, University of Kent. Marian's research focuses on marketing-led innovation, with a particular focus on new product development and value co-creation strategies. On-going projects include: social media for open innovation, solver engagement in crowdsourcing communities, and creating high performance innovation teams. Marian has published in leading international journals, including Research Policy, Technovation, California Management Review and MIT Sloan Management Review.



**Richard Bryan, Managing Director – Qa Research**

Richard heads up award-winning Qa Research, a full service social and market research agency. The company conducts quantitative and qualitative research studies for organisations in the public, private and third sectors including water companies, tourism organisations, local authorities and charities. Clients include VisitEngland, National Trust, Severn Trent Water, Age UK, BIG Lottery, Essex County Council. Qa often works in partnership with consultancies such as marketing agencies to provide customer insight to support communication campaign development. Richard has been MD since 2006 and specialises in qualitative research. [www.qaresearch.co.uk](http://www.qaresearch.co.uk)



**Andrew Sherratt, Principal – SPA Professional Academy**

Andrew Sherratt is Principal of SPA Professional Academy - a CIM Accredited Study Centre, delivering professional marketing qualification courses across all levels and including specialist digital marketing qualifications. Andy also works at other colleges internationally and is a Senior Examiner for the CIM. In addition to running the study centre Andy works with a broad range of clients from diverse industries delivering training courses centred on developing communication skills to enhance business relationships for both individuals and organisations, developing skills in marketing related areas. Andy is experienced with helping overcome the difficulties associated with small businesses, working with organisations to ensure they maximise the opportunities available to them, developing individuals to enhance their organisations. Andy is a passionate believer in providing excellent service for customers - both his own and his clients – whilst ensuring the delivery of the highest possible return on investments.



**Louisa Moger, Strategic & Marketing Management Consultant – Evolve Consult**

Louisa is an experienced consultant and trainer, who specialises in strategic management and marketing at Evolve Consult. She joined her father's printing business, Richard Edward Limited in 2002, redesigning the strategic direction of the company, and leading the change management and transformation programme that saw an ailing business restored to growth, profit, and enabled the desired exit of the business by sale to a global competitor in May 2011. Louisa's projects include NatWest Mid-Sized business programme and the Goldman Sachs 10,000 business programme. She is a member of the CIM and was listed in the Management Today/Sunday Times '35 women under 35'.



**Adele Ghantous, Founder & Director – Lapis Angularis**

Adele Ghantous is the founder and Director of Lapis Angularis, a consultancy specializing in digital transformation and marketing operations. Adele has over 18 years of experience in the digital space, and has always been at the forefront of developing new technologies and innovative solutions. Her career in the interactive space started with launching one of the pioneering high-speed internet over fibre optic in North America in 1997, after which she joined DoubleClick in product management, working on one of the leading global email marketing platforms. Following that, she spent several years with WPP agencies, driving marketing transformation through the set-up of Marketing Operations centres of excellence for Wunderman's global clients, including Microsoft and Nokia, and for the various WPP media agencies. Adele is also a published author and blogger.



**Cliff Burgin, Founder – Burgin Associates**

Cliff is the founder of the pricing consultancy Burgin Associates and one of Europe's leading thinkers on pricing strategy. Before setting up Burgin Associates, Cliff's career took him through some of the UK's leading brands. His early career was spent in marketing devising strategies for Cape, EAC, Universal, Sellotape and Dunlop Hiflex. He left the position of Group Managing Director of the €130m Dunlop Hiflex Organisation in 2006 to establish his own consultancy business specialising in pricing. His firm is now used widely by the mid-market private equity firms in the City, working with their investments as far afield as the USA and China. Although he is often asked to speak on the subject, first and foremost he is a practitioner in his field. His team has worked with over two hundred businesses from every sector imaginable including many household names, setting the membership rates for the National Trust and designing price packages for LoveFilm.



**Ian Dowd, Head Of Marketing at Crisp Thinking**

Ian is a hands on marketing professional with experience of managing marketing teams, external agencies and budgets to achieve ambitious targets. With over 15 years' experience of demand generation, product development and brand building in the IT, HR, Payroll, Outsourcing and business continuity industries he is passionate about working in partnership with sales people and business managers to deliver tangible results. He has an ability to apply strategic marketing models to specific situations and formulate, execute and control supporting activity and specialises in marketing strategy, demand generation, digital marketing, brand building, product/service portfolio management, partnership marketing and events.



### **Duncan Smith, Director – iCompli**

Duncan Smith is a Director of iCompli Ltd, a specialist consultancy delivery compliance solutions for information law, privacy and corporate social responsibility. He works closely with clients to implement practical, training and technology-led solutions to manage the legal and cultural risks associated with data-driven marketing and information management. An excellent speaker and motivator of people who has delivered solutions to a wide cross section of public and private sector organisations. In developing and delivering training courses for many of the UK's leading professional bodies, Duncan has earned a reputation for engaging and motivating staff in some of the 'driest' subject matters.