



CIM

The Chartered
Institute of Marketing

Go global – using digital insight and agility

15 March 2017

Speaker Biographies

Maria Heckel, CIM Marketing Director



Maria joined CIM in March 2016 taking responsibility for CIM's Marketing, Product, Public Affairs and Digital activities.

Previously Maria was Marketing Director at PDSA and prior to this Marketing Director for National Express Group. Her experience spans a range of businesses in Travel, Transport, Retail, Automotive and Not for Profits with high profile brands such as TUI, Thomsonfly.com, Virgin Trains, Nissan and Dunlop.

Maria is an experienced Director, having worked across a range of disciplines including marketing, sales, e-commerce, customer experience and PR. She has led a number of brand and digital transformations.

She believes in combining customer focus with great marketing to grow businesses and deliver brilliant customer experiences.

Greig Holbrook, Founder – Oban Digital



With an impressive client mix past and present, including BBC World Service, P&G, BBC Worldwide, Aviva, Blackberry, Chapman Freeborn, De Beers, Expedia, Hot Courses, Kensington, London Pass, MSN, Neiman Marcus, UGG Australia, Sports Direct, Manchester United, Dell, Aberdeen Asset Management and Universal Music.

Oban Digital have been thinking global, acting local since 2002. Their ethos is to improve the performance of global websites and online platforms using market knowledge and real cultural influence.

Given the approach of hard Brexit and America going for greatness...UK businesses have *got to go* for global growth. Greig Holbrook will provide an inspiring guide to the need for businesses to go global, *in the right way*. What are the digital challenges for international? Business need to know the challenges, growth opportunities and best practice.

Professor Marian Garcia, Professor of Marketing and innovation – Kent Business School



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.

Duncan Smith, Director – iCompli Ltd



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.

iCompli develops and delivers training solutions for many of the UK's leading Professional Bodies and has delivered information law and privacy courses for the Chartered Institute of Marketing (CIM), Institute of Direct Marketing (IDM) and leading digital marketing consultancy Econsultancy.com. As a lecturer for the Econsultancy MSc in Digital Marketing Communications, Duncan has earned a reputation for engaging and motivating people in some of the 'driest' subject matters!

The Global carrot and the National stick

Combine mature e-commerce platforms, Google translation and global fulfilment solutions and you have a 'World of prospects'. That's one tasty carrot.

But you also need data to drive your marketing strategy; individual level customer data if you want to be good. The cultural and legal requirements for processing this personal data are complex and costly if mishandled; €20,000,000 fines in the EU. That's one big stick.

Agile doesn't cut it, you must be agile and smart! Let's see if we can 'up -skill' and manage the risk of global data-driven marketing.