



CIM

The Chartered  
Institute of Marketing

## What next? Your personal career plan conference – 17 May 2018

### Speaker biographies

#### **Clare Kemsley – Managing Director at Hays Recruiting**



Clare is an experienced Managing Director with proven skills in people management, team development and a track record reflecting the ability to build and retain long term client relationships. Able to offer a deep insight into the recruitment market in the UK, with recent knowledge of Accountancy and Finance, Retail, Marketing, Sales, Office Support and PA/Secretarial, having established, or been instrumental in, the growth of these brands for Hays over many years.

She is currently responsible for three specialisms on a UK wide basis, strategic direction, brand awareness, client development and team building.

Clare is a believer that great behaviour drives the culture of the business and allows the customer experience to be one of the highest quality.

## Neil Wilkins – Fellow and Lecturer at Cambridge Marketing College



Neil is a Psychology graduate, a Fellow of Cambridge Marketing and honed his marketing skills with the likes of Orange, Natwest, BP Castrol and Ordnance Survey. With over 30 years' experience, Neil currently helps individuals and companies to communicate more effectively using strategic planning and integrated marketing campaigns.

Neil launched his first website in 1994 and has since co-authored books and spoken at a variety of international events about digital marketing, social networking and content strategy.

As Founder of Viper Marketing, an international consultancy with offices in the UK, Cairo and Dubai, Neil advises a broad range of clients from law firms to rock bands, financial services to manufacturing. He is also active in start-ups, supporting innovative new businesses entrepreneurs with strategy, marketing and funding support, as the Co-Founder of Venturity.

## Richard Woods – Award-winning entrepreneur, BBC's The Apprentice finalist, professional keynote speaker, radio presenter, investor and bestselling author



Richard runs a portfolio of businesses including:

- Digital Marketing Agency - Yomp Marketing
- Leading Marketing Events Brand - The Lead Gen Summit
- Marketing Training Company - The Lead Gen Academy
- Digital Asset Company - Yomp Consultancy
- Videography, Audio and Photography Company - Yomp VAP
- Property / Asset Management Business - Woods Capital
- Boiler Servicing Business - Boiler Servicing 24-7

His latest marketing service to launch is The Digital TrailBlazer, which aims to shower Entrepreneurial SME's with a predictable flow of leads every day. It's unique 11 step process delivers a fully outsource marketing system that produces qualified enquiries for sales teams to close.

The accompanying book which Richard wrote - Digital TrailBlazer when straight to #1 Best Seller on Amazon and continues to sell globally.

Richard was a finalist upon BBC's The Apprentice, Series 11 (2015) – Where he was the top seller across all tasks during the competition. He won 8 out of 10 tasks (second on the all-time list) and broke two Apprentice records one for most sales in one day (£4.3 million) and secondly "The best Advertising Task ever seen on The Apprentice" – Lord Sugar

He has won Young Entrepreneur of the Year 2016 (Haines Watts – Regional Winner), Key Person of Influence Award 2015 (Dent Global Annual Awards), involved in Marketing Campaign of the Year 2015 (Inspire Business Awards).

Richard proudly studied 'Business with Entrepreneurship' at Southampton Solent University and received first-class honours for his final dissertation 'Is there a link between Dyslexia and Entrepreneurship'.

## **Nicky Rudd – Managing Director of Padua Communications**



Nicky Rudd is a Fellow of the Chartered Institute of Marketing (CIM) and a communications consultant with over 20 years of agency experience. She is Managing Director of [Padua Communications](#), an agency that offers content, marketing, PR and events support.

With a background in tech PR and experience of working in consumer and B2B, Nicky has stacks of experience of working with clients in a wide range of markets creating PR and content campaigns. She has also worked in TV and radio production at The Media Trust and BBC Radio Northampton, where she also presented. Prior to that, she started her career as a secondary school English and Media Studies teacher.

A member of the Chartered Institute of Public Relations, Nicky also sits on the CIM South East Board as Events Ambassador and the Institute of Directors' (IOD) Hampshire and Isle of Wight committee.

She is a regular facilitator and speaker on business communications, marketing and PR.