

Mr Mark Garratt

Director of External Affairs



Mark has spent over 27 years in marketing, CRM and business development in a variety of high-profile private and public sector organisations worldwide.

In his early years he was marketing director for Principality Building Society in Wales and head of customer management for Royal & Sun Alliance (responsible for leading customer management for the launch of MORETH>N), before running his own CRM consultancy, helping over 30 companies worldwide to develop effective customer management practices and training programmes.

He was instrumental in setting up Confused.com, before taking up a senior interim management career with organisations such as Open University, Royal Bank of Scotland Plc, Yell Group Plc, British Airways and Barnardos.

Latterly he has been director of marketing, communications and student recruitment for City University London and the University of West London, where he was responsible for developing and leading the marketing and communications as well as UK and International recruitment strategies for both institutions. He was appointed as interim director of marketing, recruitment and development for the University of Bradford in June 2013. In December 2013 he was appointed as permanent director of external affairs for the University.