

Luan Wise

Luan Wise is an independent marketing practitioner, with 15 years' experience in full service agency, client side and consultancy roles.

Luan has worked for clients of all sizes, from household names such as Royal Mail, Hilton, Panasonic and University of Cambridge to the kinds of companies that are big in their field but unknown to the wider world.

As Marketing manager for a B2B organisation in the marketing services sector she supported sales growth from £3m turnover to £60m turnover over 5 years (featuring in the Sunday Times Virgin Fast Track 100 two years running).

She now works mostly with business owners/directors to support high and sustainable growth, and with marketers who need a 'critical friend' and/or a fresh pair of eyes on specific projects.

Luan is a strong advocate of industry best practice. She is a board trustee for the Communication, Advertising and Marketing (CAM) Foundation, sits on the Direct Marketing Association (DMA) Council for West & Wales, is vice-chair of the Chartered Institute of Marketing (CIM) South West board and chairs the CIM Gloucestershire team.

In 2012 Luan achieved Chartered Marketer status and was nominated on of the UK's Top 50 Creative Freelancers by industry publication 'The Drum'.

In 2015 Luan was included in Insider South West's 42 under 42 list of the region's brightest business talent. LinkedIn also named her amongst the 'Top Five best connected marketers' (International Women's Day 2015).