

## **Changing face of marketing**

**29 January 2019**

### **Speaker biographies**

**Maureen Wincott, Learner Partnership Manager – CIM**



Maureen is the CIM Learner Partnership Manager with a remit for education, giving her the opportunity to develop strong relationships with many further and higher education providers across England and Wales. Maureen combines her education role to deliver CIM's strategy for membership services in the regions.

Maureen has her roots in the South West, studying at Plymouth University for an MA in Marketing, before starting her career at Yeovil based, Haynes Publishing. She then lectured in Marketing for over 13 years at both Yeovil College and Bournemouth University.

**Clare Lawrence, Manager – Hays Marketing (North West region)**



Clare is responsible for recruiting permanent and interim senior marketing positions in the North West, alongside managing Hays marketing specialism for the region.

Since joining Hays in 2008 Clare has undertaken numerous successful recruitment roles across the North West, placing permanent, interim and temporary professionals, and spent a 12-month secondment as Hays own Internal Recruiter for the North West region.

**Imran Farooq, Co-founder and CEO – MMC Learning**



Imran is Co-founder and CEO of MMC Learning, a joint venture training company based at Manchester Metropolitan University, and a senior examiner in Digital Marketing for the CIM.

He has educated thousands of marketers over the last 20 years and through many years of experimentation, he has the practical insights into building automated sales and marketing funnels that generate revenue.

## Dr Keith Glanfield, Lecturer in Strategic Brand Management and Identity – Aston University



Dr Keith Glanfield is author of *Brand transformation* and an academic in the Marketing and Strategy Group at Aston Business School. Keith is leading a team researching 'Marketing-under-threat' a research project supported by the Marketing Trust, CIM and the British Academy of Management researching how marketers must change how they "practice" marketing to have future relevance and influence.

## Dr Steven Rhoden, Head of Marketing, Retail and Tourism Department – Manchester Metropolitan University



Head of Department Marketing, Retail and Marketing (MRT) in the Faculty of Business and Law. Previously, Dr Rhoden was the Principal Lecturer for Tourism and for Research and Knowledge Exchange in the Faculty of Business and Law and the Associate Dean for Knowledge Exchange in the Hollings Department. His research expertise includes cultural and heritage tourism, transport and tourism, the tourist experience, volunteering and tourism/hospitality education.