



**Adam Grant** - Sony Computer Entertainment, European Brand Manager

Adam is a marketing professional with 5 years experience gained within product marketing, marketing communications and channel management with a focus on interactive entertainment, mobile technology and consumer electronics. Currently working in the central marketing office of Sony Computer Entertainment Europe as Brand Manager responsible for PlayStation Portable (PSP).

Previously employed as UK Marketing Manager at Glu Mobile, a leading mobile games publisher, after joining in 2007 as European Product Manager. Began marketing career in 2005 at Electronic Arts working within the Brand Alliance and Promotions team within the International Marketing & Sales division which included a 6 month secondment to Singapore.



**Angus George** – Rapier, Integrated Art Director

Angus currently works at Rapier as an integrated Art Director having joined in May 2009. Prior to Rapier, he worked at Amp London where he began developing digitally focused integrated campaigns. And before that he worked at Claydon Heeley.

Originally from Australia, he moved to the UK in 2006 having spent the previous 3 years at Lavender Sydney. He joined there directly after graduating from Charles Sturt University with a degree in Communications-Advertising.



**Anita Kinniburgh** – Green & Black's, Global Brand Manager

Currently a Brand Manager in the global team at Green & Black's, Anita has recently been awarded a number of industry accolades including featuring in the top 10 of the 'Next generation Power 100' in Marketing. Her current role encompasses many of her passions including brand positioning work, NPD and leading global PR. Anita is also accountable for supporting the launch of the brand into new markets. Previous to her move into global she looked after the gift and Easter portfolios for the UK where her focus was specifically on packing reduction and redesign as well as launching an online gift service.

Prior to working at Green & Black's she was an ABM at Sodexo where she worked on restaurant branding offers for corporate clients.



**Aoife Liyanage** – BBC, Marketing and Pictures Manager

Aoife has spent most of her working life at the BBC, where she have worked in a variety of roles and on a number of different brands. She has recently started a new role as Marketing and Pictures Manager for BBC ONE and BBC HD, with specific focus on Continuing Drama on BBC ONE (including Eastenders, Casualty and Holby City). She has spent the last three and a half years working in the Marketing team for BBC News and Current Affairs, where she managed the marketing activity for the BBC's coverage of the General Election.

Her early BBC career began with BBC Worldwide marketing pre-school magazines, including launching the first ever children's weekly magazine, CBeebies.



**Bev Lam** – Manchester Airport, Marketing Manager

Bev Lam, 28, is a Marketing Manager at Manchester Airport tasked with driving sales for the multi million pound car park business. She is responsible for delivering all aspects of the marketing strategy including the recent and successful TV campaign for JetParks. Enthusiastic and energetic, Bev is committed to working across business functions to enhance customer experience.

Prior to this she held a regional marketing role at Bupa Care Homes driving occupancy across homes in Northern Britain. Bev has spent the majority of her career at Halifax Bank of Scotland in several marketing positions.

She has achieved her CIM Postgraduate qualification and has a first class Marketing degree from Lancaster University. Bev is a member of a modern WI, enjoys running, gardening and collecting shoes.



**Carla Hall** – Severn Trent Services, Marketing Manager

Carla Hall was appointed to her current role of Marketing Manager, Severn Trent Services at the end of 2007. Severn Trent Services is the non-regulated, Business-to-Business arm of Severn Trent Plc. Carla was promoted to this position from Marketing Manager in one of Severn Trent Services three business divisions. She joined Severn Trent Services, following two and a half years in marketing positions at RMC, during which time she received two internal promotions. Carla started her marketing career nine years ago when she joined Nationwide Access Platforms as a Marketing Administrator. She has a degree in English and Media Studies, has completed both the CIM Advanced Certificate in Marketing and the Post Graduate Diploma and is currently studying for the IDM Certificate in Digital Marketing.



**Carrie Osman** – Mars, Senior Brand Manager

Carrie Osman has been with Mars Petcare for the last 4 years. She is currently responsible for Whiskas pouch in the UK and prior to this worked on the Pedigree and Cesar brands. Some of her key achievements include the turnaround on the Pedigree can business in 2009 & the 2010 Pedigree Adoption Drive.

Carrie joined Mars on their Fast Track Management programme in 2006. Prior to this she worked for 2 entrepreneurs, including 6 months shadowing Peter De Savary. During this time she learnt how to approach things differently - always with passion, determination & belief. Carrie studied Political Science at Nottingham University and has represented England Internationally in the Dressage arena. She is a keen traveller and explorer.



**Claire Best** – AMV. BBDO, Senior Account Director

Claire currently works at AMV.BBDO as a Senior Account Director across The National Lottery and Metropolitan Police accounts. Before joining AMV.BBDO Claire worked at Leo Burnett for four years. After completing their graduate programme she went on to work across a variety of sectors and clients including McDonald's, Kellogg's, Becks and the Department for Transport. Whilst at Leo Burnett she also helped pitch and win the Homebase account.

Claire graduated from Birmingham University with a BSc degree in Geography. Her career highlight to date is winning Platinum at Creative Circle for the Metropolitan Police campaign 'Choose A Different Ending'. Outside of work she enjoys cycling, running and travelling.



**Danielle Moss** – Salford Community Leisure, Senior Marketing Officer

After graduating in 2001 Danielle began her career in marketing at British Waterways. In 2005, Danielle embarked on the role of Senior Marketing Officer for Salford Community Leisure, the organisation responsible for managing the authority's sport and leisure facilities and provision. During her 5 years in post, she has developed the marketing function and now manages a team of 5 covering various aspects of marketing and communications including events, advertising, promotions, PR and graphic design.

Danielle is on the board of directors for Salford's community radio station, advising and assisting them with their marketing direction. She has also been a professional singer for over 20 years and currently sings in a band performing at functions across the North West.

Danielle lives in Salford and is married with 2 young children. In her spare time she enjoys going to the gym (free use being one of the perks of her role!), cooking, wine tasting and reading. She cannot help but analyse advertising campaigns and branding when out of work and enjoys discovering the world of marketing through the eyes of her children.



**Donna Clegg** – Birds Eye, Brand Manager

Donna is currently Brand Manager for Birds Eye within the Enterprise Business Unit, responsible for leading Birds Eye's Potatoes, Bakery and Desserts business with a combined retail sales value of £40m. Since joining, one of her achievements has been championing Birds Eye Potato Waffles, leading to its inclusion in Birds Eyes major media campaign in 2010. Before joining Birds Eye, she embarked on a ten week ski instructor course; gaining the prestigious Basi Level 2 qualification.

A passion for Brand Management came from her previous role at Kraft Foods, working as Assistant Brand Manager on the Kenco Brand. A drive to be in business resulted in a Management studies degree at Brunel University, which led to an initial role in marketing at United Biscuits.



**Estelle Alty** - Unilever UK, Senior Brand Manager Female Deodorants.

Estelle currently leads the female deodorants brand team in the UK, managing a brand portfolio including Sure, Dove and Impulse. Previous to this within Unilever, Estelle worked across Laundry and Skin categories with roles managing Comfort, Persil & Dove brands.

Estelle began her career with Nestle UK initially on the graduate scheme, within the confectionery division. During this time, she won the Young Marketer of the Year award in 2004.

She is originally from Preston, Lancashire and studied Business & Languages at Heriot-Watt University in Edinburgh. Currently living in London Estelle is passionate about motorsport, music, cooking and travel.



**Fraser Smeaton** – BT, Head of Broadband Marketing

Fraser took on his current role of Head of Broadband Marketing with BT in March 2009. He has driven record breaking sales through creating advertising that ensures the consumer is aware of the superiority of BT Total Broadband vs. our competition. Previously he worked in Broadband Propositions for BT where he conceived and launched the BT FON network which now has over 1 Million hotspots in the UK.

From 2003 until 2006 he worked for Mars in their Management Development Program, spending 3 years learning business through working in roles across sales, finance and marketing. In his spare time he enjoys rugby, skiing and golf.



**Georgina Cooper** – RAC, Sales and Marketing Manager

Georgina Cooper is currently Sales & Marketing Manager for RAC, a post she has held since 2008. She is responsible for the marketing of breakdown products to RAC's corporate partner customers. Georgina joined RAC from Homeserve, where she worked as Sales & Marketing Manager in the business development division, developing affinity relationships with financial services partners. Prior to Homeserve, Georgina started her career in recruitment, having graduated from the University of Birmingham in 2003 with a Bachelor of Arts degree in English Literature.

Georgina comes from the Cotswolds, but currently lives in Birmingham. She is energetic and enthusiastic, hard working but also fun loving. Georgina enjoys travelling, friends and family, and sports (watching more than participating!)



**James Whatley** – 1000heads, Engagement Strategy Director

James Whatley is engagement strategy director for 1000heads, the word of mouth people, where his goal is to constantly redefine the ways in which brands - such as Nokia, Canon & Cancer Research UK - interact with their biggest advocates and staunchest detractors.

He was Lucozode's social media reporter for 2009's energy challenges, and prior to that, head of digital and social media at voice-to-text company, SpinVox. In 2006, he was customer champion and one of the founding members of mobile web service, Mippin (formerly Refresh Mobile). James was also one of the lead contributors to successful mobile blog, Mobile Industry Review, went on to co-found The Really Mobile Project and formed The Mobile Geeks of London networking group which has since spawned several chapters around the world.



**Kate Mulligan** – O2, Interim Head of Retention, Consumer Pay Monthly

Originally from New Zealand, Kate moved to the UK in late 2007 joining O2 as a Commercial Finance Manager. After building strong relationships with the marketing organisation Kate was recruited by them in 2009 to become the Retention Manager for Consumer Pay Monthly, and more recently, the Interim Head of Retention.

Prior to joining O2, she qualified as a Chartered Accountant at Ernst & Young working in both Business Risk and Technical IFRS Consulting, before moving into telecommunications at Vodafone New Zealand in the marketing finance team.

Kate loves to travel and has spent time throughout Asia, South America and Africa, recently completing The Africa Rally driving across West Africa from Senegal to Cameroon to raise money for the Cameroon Wildlife Aid Fund.



**Lauren Coulman – Gold Medal Travel, Senior Marketing Executive**

With an absolute love for marketing and a voracious appetite for learning, Lauren is a keen student. Currently based at Gold Medal Travel in Preston, Lauren manages and co-ordinates all offline marketing communications for consumer facing brand netflights.com through her role as senior marketing executive, with a focus on brand development and customer relationship management.

Previous roles include a marketing assistant role at Intrum Justitia, a European wide credit management services organisation which covered all marketing disciplines and a marketing assistant role at North West Fine Foods during her placement year at Aston University, where she achieved a 2:1 in Marketing. With a passion for travel and good food and wine, Lauren also contributes journalistically to several online foodie websites based in the North West.



**Lucie Bartlett – Synergy, Account Manager**

Since starting at Synergy (previously Karen Earl Sponsorship) as a graduate in 2006, Lucie has worked with a strong range of brand properties including the RBS 6 Nations, Jameson Empire Awards, npower Test Series and the NFL. In 2009, her work was recognised by Hollis as she was named runner-up for the Barrie Gill Award for Most Promising Young Executive.

Whilst at University, Lucie marketed to her peers as a Student Brand Ambassador for Electronic Arts and sought out various vacation placements in PR, during which she grew her marketing experience working on a number of TV, film and entertainment clients including CITV, Living TV and Red Kite Animations.

As a self-confessed 'brand geek', Lucie also dedicates much of her spare time to Brand Management courses at the London College of Fashion, and regular contributions to her own and Synergy's blogs. She is relishing the opportunity to join her fellow scholars as they embark on the inaugural year of The Marketing Academy programme.



**Melanie Portelli – Saatchi & Saatchi, New Business Account Director**

Melanie joined Saatchi & Saatchi as New Business Account Director in May 2009. Her innovative and fresh approach has increased the all important prospect pipeline and she was recently part of the Lurpak global win.

On arrival from Australia Melanie joined CHI & Partners as Account Executive and worked hard to be promoted up to Account Director during her four years there. She managed esteemed accounts including Samsung Global, RBS, Lexus Europe and Toyota. Melanie is most proud of working on Big Yellow where the winning pitch she ran went onto produce the 'Get some space in your life' campaign- a business success and multi award winner.

Melanie lives in East London, loves anything vintage, and applies a 'get involved' attitude to all facets of life.



**Michelle Keaney –Walt Disney, Retail Sales and Marketing Manager**

Michelle has achieved acknowledgement for being one of the most talented and dedicated marketers shaping our industry. Awarded a "Rising Star" by Marketing Week and listed as one of The Observers Courvoiser Future 500, Michelle joined The Walt Disney Company Disney as Retail Sales and Marketing Manager in 2008.

In her role at Disney, Michelle delivers integrated and strategic marketing plans with a number of top UK retailers. Combining her passion for marketing with her enjoyment of working with people, Michelle qualified as a Master Practioner of NLP in 2010 and her interest in the field has complemented her already solid experience to enable her to drive her career to the next level.

Prior to joining Disney, Michelle worked as an FMCG Category Development for Jeyes across branded and private label offerings. The catalyst for Michelle's career came from her time at JohnsonDiversey on a fast track graduate scheme where she covered sales and marketing roles.



**Naomi Dunne** – Dare Digital, Planner

Naomi is a Planner at Dare, working on interactive marketing strategy for Beck's, Standard Life and Nestlé. She has been at the agency for over four years and has been involved with brand and direct response marketing, social media, new business and training clients in digital media.

She started in the client service department where she managed campaigns for Vodafone and the BBC. This included creative production for the world's largest online media plan (Vodafone, 2007) which won an IMA Award for 'Best use of multiple channels' and Mobile Marketing's 'Grand Prix' award.

Naomi graduated from Warwick University in 2005 with a Psychology degree and enjoys running, cycling, basketball, photography and tweeting!



**Neil Costello** – Aviva, Marketing Planning Manager

With over 10 years experience in the financial services sector for Aviva I have practised many marketing planning disciplines starting out with product development for several of our core investment propositions. This led to an opportunity to develop and embed a revised approach to the way our products are brought to market to ensure absolute focus on the customer need whilst generating value for the business.

My current role enables me to roll out a systematic approach to strategic marketing planning across all products and channels founding all future activity in deep market and customer insight. With a strong and driven team behind me we aim to raise the level of competitor intelligence to help the business react accordingly.



**Nick Parnell** - The Grand Union, Account Director

Nick joined Grand Union through their Graduate scheme, having completed degrees from Cardiff and Westminster Universities. Since joining Grand Union 4 years ago, Nick has worked on a number of accounts including Friends Provident, Abbey, Digital UK, Freeview, learndirect and Ask.com. Nick also currently chairs the Young NABS Committee helping to promote the charity throughout the industry.



**Rahul Patel** - The Mileage Company, Senior Brand Manager

In 2009, Rahul joined The Mileage Company, the travel reward experts behind BA Miles and Airmiles. He is responsible for the Airmiles brand and advertising strategy, and has recently been seconded to the BA Marketing team as an extension of his existing role.

Prior to this, Rahul spent 7 years at Nestlé UK in sales and marketing roles across the Confectionery, Group Sales, New Business and Nutrition divisions. Highlights included the launch of a new smoothies range, a 12-month secondment at Tesco Head Office and driving growth of brands such as Smarties, Milkybar, Yorkie and Aero.

Rahul lives in Surrey with his wife and two sons, aged 2 years and 8 months. When not playing daddy, Rahul enjoys running, cycling and trekking.



**Rohit Kumar** – Google, Consultant for Ad Exchange

Rohit joined Google UK in 2007 and currently works in the Google Ad Exchange as a consultant. The Ad Exchange is a real time market place that helps online publishers, ad networks and agency networks buy and sell display ad space.

Until recently he was Industry Manager for the UK Automotive team where his role involved advising blue chip automotive clients on their online advertising strategies. He played a consultative role to auto clients and their agencies advising on fully integrated brand and direct response campaigns using the complete suite of Google products. Before joining Google he worked for a Corporate Finance consulting firm for 2 years. He has a first degree in Economics and a Masters in Management from the London School of Economics.



**Ross Farquhar** – Cadbury, Brand Manager

Ross Farquhar is Brand Manager for Wispa, Crunchie and Bitesize at Cadbury UK. He's currently leading the launch of two pieces of NPD, multiple integrated campaigns and a total budget in excess of £5m for 2010.

Since joining Cadbury in 2005, Ross has worked in a variety of sales and marketing roles on brands like Creme Egg and national retailers like Sainsbury's. Most recently he's been responsible for Wispa Gold Messages, the UK's first consumer generated poster campaign involving 913 different executions, launching the No. 1 piece of confectionery NPD in 2009.

Prior to joining Cadbury, Ross graduated from the University of Edinburgh with a degree in International Business. He originally hails from Scotland, and wears his kilt as often as he can.



**Steven Ray** – Formally i-level, Client Services Director

Steven was most recently Client Services Director at digital agency i-level, having joined as a graduate way back in 2003.

Steven has delivered one of the UK's most innovative and advanced acquisition programmes whilst working on the agency's flagship Orange account, demonstrating how fully integrated digital communications can produce highly effective results, by understanding the relationships between all channels and the role they play in a consumer's journey.

Prior to following his chosen career path in marketing and advertising, Steven graduated from the University of Sussex with a degree in Law. Steven currently lives in Tunbridge Wells with his wife Victoria, a house full of technology, and a baby on the way.



**Vicki McIvor** – IOD, Marketing Executive

Vicki McIvor is Marketing Executive at the Institute of Directors (IoD), a non profit membership organisation for directors of businesses. Vicki manages the marketing of a variety of products and marketing channels as well as heading up and developing the organisations social media communications. Through her role at the IoD she has also had the opportunity to manage the public relations for a variety of high profile individuals from the world of business, politics and sport.

Outside of the IoD Vicki organises a quarterly networking event for the creative community called Bladdered Again as well as assisting in the coordination of the annual 'Podge' lunches, which provide a day of informal networking for directors in the digital, sporting and creative communities.



**Yiannis Maos** – Rapide, Marketing Executive

A highly driven Media graduate, with proven entrepreneurial skills and a passion for Marketing. Currently Marketing Executive for Rapide, a fast growing technology company specialising in customer and employee engagement. He has great creative design skills, but uncommon in marketers, he also possesses analytical capabilities. In 2008 he wrote and presented successful applications to win 2008 Chamber of Commerce's 'Innovation through Technology' award and the ICT award for 'Most Innovative Service' and 'Overall Champion'.

In 2007 Yiannis took part in the Shell Step Scheme where he started working for Rapide and was awarded Central England's Young Entrepreneur of the Year for his marketing achievements. The previous year he was awarded a grant to start his own marketing business through the Institute of Applied Entrepreneurship.