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Profile

A senior marketing and communications manager with broad multi-channel expertise and proven transferable skills having worked successfully across the following sectors: pharmaceutical & biotech, rail, transportation, automotive, charity, pure business-to-business services, not for profit and membership/subscription organisations. Enthusiastic, driven, good at getting things done and bringing colleagues along too! Practical and focused on delivering – both digital and offline. Member of the Chartered Institute of Marketing (Fellow CIM), proficient in communications.

Key attributes/experiences:

- First-hand involvement in all elements of the marketing and communications mix, including strategic planning, brand development, digital, sales and business development activity, product development, advertising, integrated and multi-channel marketing, communications (internal and external), public relations, investor relations, events, research and copywriting
- Competent budgetary and financial control (managed marketing budgets up to £4.5 million, and staff/overheads up to £1.5million)
- Creative thinker with strong commitment to communications – both internal and external, developed presentation and writing skills, managed press offices, media trained acting as spokesperson on radio and TV
- Results-focused with drive and self-motivation/initiative – lead gen, awareness, sales
- Capable of working independently but have also enjoyed reputation for building high performance teams and managing/leading/motivating with energy (managed 6 -18 people)
- Managed external agencies productively (communications, design, digital, SEO, social media, research, direct marketing, investor, annual report production)

Career Summary

Consultant – marketing, communications, branding
Momentum Marketing Team Ltd (director)

June 2017 – on

Director of Marketing, Communications & Public Relations (report to VP Business Development & Marketing)
hVIVO plc

2013 – May 2017

Clinical research organisation with a globally leading position in virology and human disease challenge trials with bespoke clinical quarantine facilities in the UK. AIM-listed and now transforming business into a pure-play biotech (www.hvivo.com). Activity includes the recruitment of volunteers for clinical trial participation.

Responsible for pan-company/corporate marketing, growth and expansion strategies, internal and external communication including media/public relations/investor relations both in the UK and overseas. Achievements include:

- Managed and developed the hVIVO brands and brand strategies including total Companywide re-naming/rebranding project and re-positioning (hVIVO was named Retroscreen Virology)
- Established in-house media/press office function
- Created formal crisis management structure and processes
- Established structured and impactful marketing and communication strategies
- Supported b-to-b sales growth from £4m to £28m over three years.
- Managed all external supplier/agency relationships
- Controlled, simplified and drove progressive and effective internal communications
- Developed improved business to business marketing and sales materials to support global pharma sector prospecting and lead generation for sales team
- Exploited digital and social media channels across B-to-B and B-to-C, manage websites, SEO, and growing community outreach

- Monitored sector landscape, in particular product/service expansion
- Achieved 4 notable national TV (3 on BBC) and one international pieces of positive media coverage in under three years

**Director of Marketing & Communications (reported to CEO)
INSTITUTE of ADVANCED MOTORISTS**

2009 – Oct 2012

The IAM (www.iam.org.uk) is the UK's leading independent road safety charity with a turnover circa £7m and around 100,000 members. Achievements include:

- Membership/subscriber retention, development and acquisition – achieved 93% retention, increased uptake of member benefits, maintained new member acquisition in tough climate
- Recruited and strengthened the marketing and communications team to provide a true strategic 'engine room' for the business
- Modernised and refocused communications and instituted state of the art communications system, significant improvement in media coverage (157% year on year) and relevant positive public exposure, TV radio, press and digital/online
- Total rebrand and re-launch of commercial driver training subsidiary, taking lead from IAM umbrella branding, lead generation, achieved target of over 750 business sales leads 2012
- Created entry strategy to diversify into cycling market under the IAM brand
- Introduced new innovative products and services for different segments appeal achieving incremental sales (and opportunity to up-sell): young driver assessment - over 500 unit sales, older driver assessment – over 2000 units sold
- Increased tactical use of e-communications to broaden and increase frequency of reach, increased open rates by over 20% and click-through rates by 30%
- Originated corporate materials including annual reports including ghost-writing for CEO

**Head of Marketing & Sales (reported to Commercial Director)
FIRST CAPITAL CONNECT LTD**

2006 - 2009

First Capital Connect is a large, £400m +, regional southeast/London passenger rail operator, and part of First Group PLC (FTSE-100). Controlled budget of over £4m. Achievements include:

- Developed/integrated the First Capital Connect brand (part of First Group PLC) following the winning of the Thameslink and WAGN rail franchise wins
- Developed successful marketing campaigns targeting key rail sub-segments: commuters, business and leisure rail travellers with integrated, consistently branded programmes
- Achieved growth in online rail ticket sales from circa £300k to over £5million within 3 years
- Introduction of key multi-media awareness campaign to shift perceptions of rail travel across region (versus car) and encourage discretionary and leisure travel
- Creation of innovative and dynamic communications programme for planned £5.5 billion Department for Transport/Network Rail engineering programme on key London routes including high impact site, www.thameslinkprogramme.co.uk
- Development of season ticket renewal/retention programme for large value customer group
- Complete redesign and re-launch of company website, and online sales development
- Initiated programme of tactical (price-driven) door-drops in competitive rail regions, ROI of at least 2:1
- Extensive market & segment research completed to guide marketing strategy
- Recruitment, development, team-building and organisation of team of 10 marketing personnel (including in-house designers) and corporate sales manager

**Marketing & Business Development Manager (reported to MD)
COBRA AUTOMOTIVE (now owned by Vodafone)**

2004 - 2006

UK automotive accessory distributor with turnover c. £20m, including aftermarket distribution agreement (at time) for "Cobra" vehicle security products in UK. Achievements include:

- Won the approval for Cobra vehicle tracking systems (subscription model) with Porsche Cars GB. Potential 1st year revenues of over £4 million.
- Established credible aftermarket vehicle tracking business operation in 12 months, re-branding and re-positioning for the UK, and establishing marketing/retailing programme.

- Achieved first year start-up projections for tracker systems volume (over 1,500 units) and revenue (£0.5m.) creating solid platform for future profitable growth.
- Achieved recognition for Cobra vehicle tracking in leading UK motor insurance providers
- Created strong new brand proposition (“Cobra”) and began integrating across business including website, sales collateral, advertising, digital and direct mail
- Developed and exploited workable databases (dealers, customers, prospects)
- Managed British Motor Show '05 presence and other events, introducing PR activity and other marketing communications
- Drove new tracking business wins at Porsche GB and Ford (incl. limited edition Ford GT)
- Managed the Aftermarket Field Sales team from April '05
- Presented on behalf of Cobra Europe at telematics seminars and events in UK & Europe

**Marketing & Business Development Manager (reported to MD)
TRACKER NETWORK (UK) LIMITED**

1996 - 2004

Market-dominant branded stolen vehicle recovery/tracking systems appealing to high net worth individuals with luxury vehicles. Turnover circa £35m (circa 230 employees). Initiated brand development activities, all elements of the marketing mix including subscriber management, key manufacturer account management and UK insurance liaison. Controlling a discretionary marketing budget of £2m.p.a. Achievements include:

- Created and managed an alternative (direct-to-consumer) sales channel for TRACKER appealing to the luxury end of the market. Direct sales reached 18% of total Company sales and were the most unit-profitable route to market.
- Identified and planned all TRACKER business-to-business and consumer marketing & advertising campaigns (above and below the line). High impact, innovative & memorable campaigns raised prompted awareness (independently researched) by over 17%.
- Initiated customer retention programme at TRACKER targeting high net worth individuals, including direct mail, customer newsletters, customer research and use of e-mail marketing to encourage repeat subscriptions, recommendation and customer reassurance. Dedicated programmes for business-to-business and retail customers, over 90% retention
- Recruited, developed and motivated an effective marketing team (x6)
- Defined & developed marketing measurement systems (incl. research)
- Managed change of brand look and feel from softer to more edgy/compelling
- Created & planned high impact above-the-line brand advertising & lead generation
- Introduced innovative motorway washroom advertising that really worked!
- Managed all external marketing and PR agencies to support achievement of objectives
- Directed public relations activity & executed customer communications
- Launched new broader commercial telematics/fleet management offerings

**Marketing Development Manager (reported to Marketing Director)
RENTOKIL-INITIAL PLC**

1995 - 1996

FTSE-100 PLC Business service provider (t/o £100m UK). Increased sales/penetration of the washroom/linen product ranges (70% of business) then promoted into a pan-company marketing development role. Controlled budget of £600k+. Achievements include:

- Drove the strategic/marketing planning processes
- Initiated cross-selling of core product groups (Initial brands) to customer base using CRM system Introduced range-sell promotional inserts in Rentokil-Initial PLC monthly rental customer invoices to stimulate demand from a large national business-to-business customer base. Resulted in enquiries uplift of 20%.
- Delivered national field sales promotional calendar of activity (including sales collateral)
- Conducted market analysis, customer segmentation, range review and set pricing
- Initiated direct marketing programmes (phone/mail) and customer database development, including innovative promotional invoice range-sell inserts

Qualifications and Institutes/Key Training

- Degree in Business Studies (BA Hons) – Liverpool John Moores University
- Diploma in Digital Marketing (at IDM) – pass with Distinction
- Fellow of the Chartered Institute of Marketing and a Member of The Marketing Society

- Industrial Marketing Development course (Ashridge, residential)
- Marketing for Service Businesses course (Cranfield, residential)
- Strategic Marketing for Directors & Senior Managers (Cranfield)
- Strategic Internal Communications (PR Week)

Linked-In Profile: www.linkedin.com/in/colinpaterson33

Charity work: volunteer for SPARK London (help kick start careers for young people)