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Profile

A senior marketing and communications professional with broad multi-channel expertise and proven transferable skills having worked successfully and energetically across the following sectors in both b-to-b and b-to-c: automotive, vehicle security, telematics, road & driver safety training, passenger rail, pharmaceutical & biotech, charity, pure business-to-business services, not for profit and membership/subscription organisations. Includes employee engagement as well as external reach.

Enthusiastic, driven, good at getting things done and bringing colleagues along too – in team or out! Practical and focused on delivering on strategy and tactics – both digital and offline. Member of the Chartered Institute of Marketing (Fellow CIM), Member of Chartered Institute of Public Relations (CIPR), proficient in communications. European, and some USA, experience. Works hard to simplify complex propositions into strong marketplace messaging in digital, SaaS, Apps and more traditional media.

Key attributes/experiences:

- First-hand involvement in all elements of the modern strategic marketing and communications mix, including strategic planning, brand development, website design/build, digital (PPC, SEO), sales and business development activity, product development, advertising, integrated and multi-channel marketing, communications (internal and external), public relations, social media, investor relations, events, research and copywriting. SaaS, App experience.
- 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, innovation, new product introduction and launches
- Capable of working independently and 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

Head of Marketing (reporting to CEO)
RED Driving Services Limited

Jan 2023 – 12 Dec 2025

UK's leading national franchised driving school business and sister corporate driver training division (<https://www.reddrivingschool.com/>)

Full responsibility for all marketing & communications delivery with emphasis on business growth:

- Consumer responsibility for Student and Instructor marketing and communications across all elements of marketing mix, notably direct digital channels, e-comms, apps, website, plus traditional support – growth in Franchised Instructors by 13% per annum, student revenue growth over 25% p.a.
- Marketing & integration development for new 'learner' Apps to support traditional driving school training and integrating the James May Theory Test app into business
- Pioneered 'Newly Qualified Driver' service & content offering to extend customer lifetime value
- Manage consumer (Driving School) public relations (via London agencies), digital and social media for the "Learner" Driving School business (business to consumer) – uplift in coverage by 55% (including BBC TV & radio, ITV, Ch 4 and GB News).
- Business-to-business Corporate fleet market focus – support growth of business unit following a business acquisition, utilising all elements of marketing mix, lead gen with budget control – increased led gen (MQL) by 105%.
- Achieve growth through new SaaS b-to-b corporate cloud-based training platform

- Worked collaboratively with sales & operations to energise and increase pace of b-to-b prospecting (increase in pipeline by 75% within one year)
- Build prospect pipeline targeting larger UK fleets, build marketing assets, stabilise and strengthen website, increase prospect touchpoints including LinkedIn and e-mail systems
- Manage and drive all activity for this b-to-b sector on website, public relations, e-marketing, events and digital/social media
- Support additional subsidiary business, FBTC Accountancy Services: tax support for SME.

**Head of Marketing (reporting to M.D.)
Drivetech (UK) Limited, part of the AA**

Apr 2018 – Dec 2022

Risk management business focused on driver training and fleet risk management, including UK fleets, international fleets, and Police (eg: driving offender courses) training delivery. Traditional real-world training and online/SaaS models (www.drivetech.co.uk)

Full responsibility for all marketing & communications delivery:

- Develop the Drivetech brand and marketing strategy within the AA wider business (achieved complete rebrand in March 2022, on time, on budget)
- Support sales growth strategies and build pipeline in key sectors – Fleet & Police markets - increased sales pipeline volumes by 40% (marketing generated new potential) and achieving ROI of 3:1 on direct marketing spend (via events, edm, inbound enquiries)
- Create regular and relevant PR/comms/thought leadership – both digital and offline – uplift in press cuttings of 25% year on year working with PR agency, won two fleet sector awards 2022
- Manage in house team (x3)
- Manage and direct external agencies, and act as spokesperson in the media
- Develop website content, social media and digital activity (incl webinars) – over 220 social outreach posts last 12 months, LinkedIn followers increased 38% y.o.y. to current 3,700, website traffic (unique visitors up by 25% y.o.y.)
- Own and manage the campaigns, events and exhibitions programme – real and virtual
- Deliver e-newsletters to customers and prospects (monthly for fleet, quarterly police and trainers) and refining and developing data sets to increase open rates (15% to 26%)
- Pioneering new sector penetration (emerging e-scooter market) 5 UK e-scooter clients acquired with inaugural safety training (Lime, Tier, Dott, Voi, Spin)

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

Jun 2017 – Mar 2018

- Key client – IP Group plc

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

June 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 originally 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

Jul 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. Now 'IAM Roadsmart'. 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

Aug 2006 – Jul 2009

First Capital Connect was 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 & WAGN rail franchise
- 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)

Jul 2004 – Jul 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**

Sep 1996 - Jul 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

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 Chartered Institute of Marketing (CIM), Member of Chartered Institute of Public Relations (CIPR)
- Industrial Marketing Development course (Ashridge, residential), Marketing for Service Businesses course (Cranfield, residential), Strategic Marketing for Directors (Cranfield)

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