



CIM

The Chartered
Institute of Marketing

B2B marketing bootcamp Speaker biographies

Jon Hallowell, Creative Director, Marketecture

A rare breed amongst creative types, Jon is b2b through and through, and has spent 20 years thriving on the challenge of proving that b2b design can be as interesting (if not more so) than its consumer counterpart. So successful has he been in his mission, that Jon is one of the most awarded Creatives in b2b, having notched up over 50 industry accolades during his career so far having worked with many of the UK's leading agencies. With a sense of commerciality so important in the tighter-budget world of b2b, Jon ensures that Marketecture's creative output is pragmatic while losing none of its strategic impact. When he's not at the helm of Marketecture's creative team, Jon lends his time to nurturing future talent, as a guest lecturer to the University of Salford's School of Advertising Design.

Max Clark, Founder and Client Services Director, Marketecture

Max Clark is a CIM/IDM qualified marketer with a penchant for data and metrics and a focused ROI-driven approach. As a former in-house Board level marketer, Max has extensive experience of giving pragmatic strategic marketing advice at senior levels, focused on delivering commercial outcomes and results. A self-confessed brand obsessive, she is one of the founders of Marketecture and currently heads up the client services team for the agency. She has led a number of high profile award-winning B2B lead generation campaigns for clients including The Financial Times, DHL and global publishing giant Reed Elsevier and has worked in-house within the professional services and express distribution sectors.

Jasper Ditton, Head of Digital, Marketecture

Jasper is Head of Digital at Marketecture and was recently recognised in The Drum's Digerati - a list of the top 100 talented digital people in the UK. Having started life in BT's R&D team, Jasper got the chance to work on the world's first interactive TV trial where he started writing software to simulate satellite communications and then started building websites. This fuelled his passion for all things web and his interest in high-tech, saw the prototyping of Bluetooth marketing services before switching to the mobile web. Jasper consequently found his niche in the world of agency services and has since worked with a number of leading integrated agencies in senior digital roles. Jasper has an in-depth knowledge of and experience of using marketing technologies to improve lead conversion having worked on a number of award-winning digital campaigns.

Nicola Aldren, Senior Account Manager, PR/Content/Social, Marketecture

Nicola Aldren is a senior account manager at Marketecture, specialising in PR, Content and Social. A former scientific researcher and CIM North West Board member, Nicola is experienced in both domestic and international PR campaign planning, implementation and evaluation. A B2Ber through and through, Nicola holds a CIM Professional Diploma in Marketing and has worked across numerous sectors including, process and engineering, oil and gas, food ingredients and manufacturing, packaging, construction, pharmaceuticals, analytical chemistry and personal care. Nicola is a PR 2.0 expert and is passionate about how content and social media can be used to nurture prospects along the b2b funnel.

Mike Alty, Senior Account Manager, Marketecture

Mike is a senior account manager at Marketecture. Initially working as a planner across multiple branding and integrated marketing projects in the consumer space for the likes of Nissan, GHD and the Co-operative, Mike has spent the last 4 years in B2B agencies managing a range of projects from website creation to branding assignments for multi-national businesses including DHL, DuPont, Tate & Lyle, Samsung and Reed Elsevier. A planning expert, Mike believes that emotional connection lies at the heart of successful B2B lead generation campaigns and he has worked on award-winning B2B campaigns where this thinking has been proven in terms of results generated.