



C I M

The Chartered
Institute of Marketing

Terry Nicklin

Terry Nicklin is chairman of The Chartered Institute of Marketing (CIM) Cambridgeshire branch, and a member of the CIM East Regional Board. He is also the organiser of the CIM Cambridge Digital Marketing Conference which is now in its eighth year. Nick is a Fellow of CIM and of CMC, he holds the CIM Diploma in Marketing and has an MBA from Warwick University.

Terry has worked with Cambridge marketing colleges for over 10 years, and has taught modules at all levels. He was the author of 'Stakeholder Marketing' – part of Pearson Education's 'Marketing in a Box' series, and the Cambridge Marketing Handbook 'Stakeholder', published with Kogan Page.

He has over thirty years' experience of marketing in product and service based organisations. He has worked at marketing director level in global markets for companies in technology and professional services, and has consulted for public and private sector clients including BT, Bosch, GE and Unilever.

His company, KeynotePR, provides PR and marketing communications support to organisations in technology and business services sectors, and won a CIPR Pride Gold Award in 2012.

Andrew Chalk

Andrew Chalk is a Chartered Fellow of The Chartered Institute of Marketing and a former chairman of the CIM East of England Board.

After graduating in 1985 Nick began his sales and marketing roles with IBM, Blue Circle, Qualcast and Black & Decker. Then the world of small business beckoned and he took to running SMEs where he held director level roles for 15 years and four as a Managing Director. In 2007 Nick set up his own marketing consultancy - Outside in Marketing Limited.

Andrew is a seasoned conference facilitator and after dinner speaker having spoken at conferences, exhibitions, dinners and other events all over the UK as well as in Germany, Italy, America and China.

Kelvin Golding

Kelvin Golding is director of Marketing Outsourcing Team Ltd, which manages the marketing function of a number of small and medium sized companies in the local counties. I've been involved with start-ups, family businesses, medium-sized companies, and FTSE100 corporates working with board directors and significantly improving overall marketing performance with award winning results.



CIM

The Chartered
Institute of Marketing

Previously, Kelvin has worked as marketing director for a PLC, chief marketing officer of an international charity, managing director of a medium-sized London advertising agency, and marketing consultant to some of the world's largest brands.

His clients have included: Asda, BMW, Boots, BP, Diageo, ICI, Lloyds Bank, Marks & Spencer, Nokia, Procter & Gamble, RAC, Rolls Royce, Samsung, Tesco, and Trinity Mirror Group. Strengths include: marketing strategy, market research, brand management, MarComms, digital marketing (inc. website creation and development), social media, CRM and business development.

Kelvin is chairman of The Chartered Institute of Marketing East of England Region, and CIM SME Ambassador; as well as enterprise nation growth voucher spokesperson (an initiative with the Government Department for Business, Innovation & Skills). He is a CIM Fellow, Chartered Marketer and professionally qualified at post-graduate level with the CIM, IDM and MRS plus a Master's degree.

He is also an accredited marketing trainer and registered marketing mentor. Visiting University lecturer in post-graduate marketing, CIM and CAM lecturer/tutor; and a member of the CIM Learning & Advisory Board (previously known as Senate). Kelvin has experience in most industry sectors (B2B & B2C) including FMCG, manufacturing, professional services, retail, service businesses, telecoms and technology within established organisations, as well as, start-up and dot coms (e-business).