



CIM

The Chartered
Institute of Marketing

Caroline Theobald

Caroline Theobald founded Bridge Club Ltd in 2000 as a private company with a mission to 'champion, foster, and accelerate enterprise and entrepreneurship'.

Bridge Club Ltd has introduced thousands of people to like-minded individuals and given them access to a wealth of contacts. These connections have resulted in successful partnerships, lucrative contracts and a whole host of other business benefits.

In 2007, Caroline accepted a Queen's Award for Enterprise Promotion and became Honorary Consul for Sweden. In recognition of her Consul work, she was made the honorary chairman of the North East chapter of the Swedish Chamber of Commerce in 2010 and now has the satisfaction of seeing the formalisation of 'Creative Links' a formal commitment to collaborate between North East England and region Vastra Gotaland.

Caroline sits on the boards of several companies, is the co-founder of Gabriel Investors LLP and the Northern Institute for Business Ethics and chairman of International Newcastle. Caroline is also the independent chairman of the BQ Live debates that take place around the country.

Kevin Anderson

Kevin graduated from the University of Birmingham with an MBA in International Business and held a number of Marketing Manager roles in technology and B2B organisations before relocating to Leeds from Gloucester last year to join thebigword.

thebigword provides translation and interpreting services, employs 500 people based in 12 offices in nine countries and working with more than 12,000 linguists worldwide. As Global Marketing Director he is Chair of the Executive Team and responsible for thebigword brand, directing the implementation and management of the customer-facing strategy to drive growth within new and existing markets.



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Joe Chetcuti

Joe is a fellow of CIM who spent his formative years getting his CIM qualifications whilst working in the video/computer games industry for Gremlin, Atari and Microsoft before moving to the agency side and heading client accounts for Virgin One, Marks & Spencer and Axa Insurance. He launched his own agency, Frontideas.com in 2004 with clients including Regatta, Chester Zoo and Morphy Richards. A believer in marketing as the primary driving force behind successful organisations and an advocate of intelligence based innovation and creativity, he blogs on deliberateaccidents.com and is also an Associate Lecturer in Marketing at Sheffield Hallam University.

Aisha Khan

Aisha has over 13 years of marketing experience in the healthcare and fuel industries with a specific focus on e-commerce, digital marketing, communications, branding and product development.

Aisha has most recently overseen the marketing division for YPO, which specialises in public sector procurement, supplying products and services to England, Wales, Scotland and Northern Ireland. She has been responsible for successfully delivering a new e-commerce platform and rebranding and repositioning the YPO brand to launch into new markets.

Prior to this Aisha worked at Ecolab Inc - a global leader in water, hygiene and energy services, in a global marketing role within the Healthcare division.

Aisha graduated from University of Leeds with a Masters in Advertising and Marketing, has been a Chartered Marketer since 2006 and has recently been selected to sit on the committee for CIM Mid Yorkshire.



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Chris Daly **Director of Customer Experience at CIM**

Chris joined CIM in 2001 as operations manager in its training division. He then held various posts in the organisation before moving to membership services to head up the team that supports members with their enquiries relating to; applications, renewals, benefits, online issues and assessment entry.

He was promoted to director of membership in July 2007, Chris now has responsibility for all of the membership services, CIM's international membership operation, UK regional and branch network and the many special interest groups throughout the world.

Educated at Eton College and gaining a BA in modern history, politics and Russian studies from Durham University, he acquired a broad spectrum of management experience ranging from roles in the city, The British Army, attaining the rank of Major with The Blues and Royals, Household Cavalry Regiment; and on leaving the army joined the Foreign and Commonwealth Office in 1995.