



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.

Davide de Maestri

Formerly Liverpool FC brand director, M&C Saatchi group account director and Saatchi and Saatchi group account director, Davide de Maestri is currently Brand & Insight Director at Kenyon Fraser, which he joined in September 2011.

David has more than 20 years of marketing and brand management experience under his belt, and has previously worked with a wide range of global brands such as Mars, Gillett, Silk Cut, British Airways and Mirror Group (UK).



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Jamie Peate

After deciding that a career as a nuclear physicist was not for him Jamie joined Lever Brothers as a trainee brand manager in the 'lavatory care' team before moving onto laundry and working on the launch of Persil Liquid.

Jamie founded Blue Banana, the research and insight consultancy, in 1990 to bring greater consumer understanding to clients and more applied approach to innovation. He joined McCann Manchester four and a half years ago and is now responsible for providing planning support across a broad spectrum of clients, with strong experience in retail, health and wellbeing and food and drink.

He is also not very good at taking things or himself seriously.

His highly divergent client experience includes Aldi to Waitrose, Liverpool One to Bargain Booze, Shire Pharmaceuticals to AstraZeneca, Unilever to P&G, Mars to Kellogg's – anyone who is prepared to pay!

He is and always will be a great believer in the power of ideas to affect change – big and small – and is eternally grateful to all of the talented people in his current team and who he has worked with over the years for putting up with him and willingly sharing their ideas, knowledge, expertise and enthusiasm.

Ricard Kenyon

Richard joined Everton in 2014 after a spell working with the Club in an interim capacity. Prior to joining Everton, Richard ran Kenyon Fraser - a Marketing and PR agency with a specialism in sports and leisure and worked with clients including the R&A and the Open Golf and Aintree Racecourse and the Grand National. Richard is qualified with an MBA, is a fellow of The Chartered Institute of Marketing and has achieved Chartered Marketer status. He is Chair of the CIM in Merseyside.



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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.