



CIM

The Chartered  
Institute of Marketing

## Professional Services Marketing Conference

**17 July 2018**

### Speaker Biographies

#### David Gilroy, Conscious Solutions – Building Relationships in a Digital World



Whether it's email, WhatsApp, Twitter, LinkedIn, Facebook or Instagram we all have 'relationships' in the digital world. In this session will draw on over 25 years of working in that digital world and bring his experience to bear showing you what has worked and what has bombed. Oh, and share some horror stories that he's seen & collected along the way.

An experienced presenter and a Fellow of the CIM, David will inform, entertain and inspire you. You will laugh, possibly cry and most definitely grimace!

#### Jonathan Winchester, Shopper Anonymous



Jonathan is a well sought-after speaker and expert in CX. His 23 years at the helm of Shopper Anonymous both in the UK and Australasia has ensured he has an encyclopaedia of practical experience that has benefitted many thousands of firms. Today, Shopper Anonymous works with 1,200 UK businesses and has a team of 25 Customer Experience Directors across the UK.

To add to the excitement, Shopper Anonymous has gone through a major rebrand and on the 1st July 2018 the new name and identity will be revealed. So, this seminar will be first to see the new identity.

**Jonathan will talk about Client Experience (CX) as key brand differentiator**

By 2020 it is predicted the client experience (CX) will replace price as the key brand differentiator. In 2018, law firm leaders have identified improving the CX as being the biggest challenge facing their sector.

Shopper Anonymous, works with 200 UK firms and will share the data and

the solutions to how firms need to react to this challenge. This inspiring 45-minute talk will cover the three crucial questions:

1. How and what do you need to be measuring to deliver a world-class CX strategy?
2. The UK legal landscape today - what the CX of the last 500 client inquiries conducted to 50 UK law firms revealed
3. What your firm needs to consider to change the culture to becoming a CX leader

## Kim Tasso, Managing Director – Red StarKim Ltd



Kim Tasso BA(Hons) DipM FCIM MCIJ MBPsS MBA is the managing director of RedStarKim Ltd. She is an independent management consultant, specialising in the professional services sector, with over 30 years' experience.

After qualifying in psychology and working for several years in the technology sector she worked for a number of leading professional service firms (Deloitte and Nabarro) before starting her own business in January 1994. She has worked for over 300 clients including: solicitors' firms, barristers' chambers, patent attorneys, accountancy practices, insolvency practitioners, actuaries, surveyors, marketing services agencies and management consultants.

She advises on and provides training and coaching in the strategic and operational aspects of management, change, marketing, selling and client relationship management. She has published a number of books (on selling, media relations, growth strategies and business relationships) and hundreds of articles. She holds Non-Executive Director positions in the property industry.