

## *CIM Brand Masterclass biogs*

**Samuel Day**

**CMO, Confused.com**



### **Biog**

High performance Marketing Executive with extensive and successful track record spearheading and delivering profitable marketing outcomes and managing profit centers and commercial partnerships for key brands (HSBC, Microsoft, RAC and The AA). Accomplished in shaping and establishing financially viable commercial strategies and methodologies to maximise bottom-line profitability; P&L stewardship and sound achievements in customer service, relationship management and rebranding. Commercially and financially astute, a skillful negotiator with a reputation for adding value through people and championing continuous improvement.

### **Topic**

Confused and its brand story and brand positioning

**Roger Pride, Managing Partner, Heavenly**



**Biog**

Roger is a Managing Partner at leading independent brand consultancy Heavenly. Heavenly has locations in London, New York, Birmingham and Cardiff. Current and recent clients include: The Alzheimer's Society, McKinsey, Welsh Water and Wales & West Utilities.

Prior to entering the world of consultancy, Roger was Director of Marketing for the Welsh Government and the Wales Tourist Board. He was also CEO of Cardiff & Co. He is a Visiting Professor at Surrey University and was previously Chairman of the Wales Board of the CIM.

He has spoken at many international conferences on branding and marketing generally and on the specialism of Place Branding. He is editor of 'Destination Brands'- the original and best-selling book on place branding

**Topic: Branding in an impatient world**

Roger will look at the challenges facing brands and those responsible for them. He will outline how, the landscape for marketers has changed and will continue to change at an even greater pace. He will use examples from projects he has worked on as well as general observations. He will look at some tests for a successful brand and show that, even in a data driven, digital, and social media led world, ideas that capture the imagination still matter.

**Jenny Smith**

**Head of Marketing, England and Wales Cricket Board**



**Biog**

Jenny Smith is Head of Marketing at the England and Wales Cricket Board (ECB). She began her marketing career at the Lawn Tennis Association, where she was responsible for promoting the pre-Wimbledon tournaments and led the fan engagement campaign around Great Britain's run to the final of Davis Cup, in which Andy Murray and the team were eventual winners. Since joining the ECB she has built the England Cricket brand, including the award-winning campaign for the England Women's team, Go Boldly. As well as England cricket, her team's remit extends to the ECB's domestic competitions, including Vitality Blast and Kia Super League, the successful kids programme All Stars, the licensing and merchandising programme and CRM.

**Topic:**

Building a Sports Brand: Using a team's equity to create an authentic proposition that resonates with consumers

**Steve Sulley**

**Managing Director, Stills Branding**



**Biog**

Owner of Still Branding, Steve is a brand communication & marketing professional, experienced in the conception and delivery of corporate communications programmes, with an objective of growing sales and new business leads. Specialties: brand strategy / marketing communications / business development / online marketing / branding & identity / sales & marketing

**Topic:**

When brands form a positive emotional connection with their target audiences' valuable relationships are formed.

In a market that demands personalisation an emotional connection is pretty much as personal as you can get. Emotional connections are unique internal connections, and everyone will have their own emotional trigger points. When brands successfully evoke emotions, and trigger these points,.

**Sally Allan**

**Chief Marketing Officer, Wealthify**



**Biog**

Sally completed the CIM DipM (a long time ago!) before cutting her teeth in marketing at EHS Brann. She then spent several years at McCann Erikson Manchester, working on brand and direct clients, before returning to Cardiff to head up marketing communications at Principality Building Society. With ever increasing focus on digital marketing, Sally upskilled and took on a new challenge as CMO at Wealthify - an online investment service launched in April 2016 which makes investing affordable and accessible to everyone.

**Topic**

'Building a brand on a budget'

In start-up world, where targets are high and budgets are constrained, learn how the team at Wealthify use a mix of traditional and 'new' media to tell their brand story without breaking the bank!

**Anna Lewis**

**Co-founder, Marsden Mee**



### **Biog**

Co-founder of branding and marketing agency Marsden/Mee, Anna has been building brands for over 15 years. She thrives on adding insight, clarity and direction to her clients' brands. Her approach to branding is based on deep strategic thinking and business analysis, ensuring every element of the brand experience is built on a firm foundation of authentic values, original ideas and intelligent design. Her clients have included the BBC, Visit Wales, Abergavenny Fine Foods, Hodge Bank, Public Health Wales and CBeebies show Tee &Mo. She is currently working with a number of retail businesses, including a disruptive feminine hygiene brand, two comparison sites, an app for buying shares in top racehorses and three new food brands.

### **Topic: Employer Branding: how to attract, retain and inspire the right people**

What makes your company an incredible place to work? And how can you harness your company values and culture to create a compelling and authentic brand that attracts the right people and turns them into engaged brand evangelists? In an increasingly competitive employment market, companies of all sizes need to work harder to gain a competitive advantage. This session will explore the power of Employer Branding, looking at brands that are nailing it, and what employers can do to build a meaningful, authentic brand that stands out in the employer market.