



CIM

The Chartered  
Institute of Marketing

# Introducing your candidates

## Board Election

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		Page
June DENNIS	DipM FCIM Chartered Marketer	3
Dr Geraint EVANS	FCIM	4
Freddie HOSPEDALES	DipM FCIM	5
Mocky KHAN	DipM FCIM Chartered Marketer	6
Julian RAWEL	DipM FCIM Chartered Marketer	7
Richard Neil Duncan STOREY	FCIM Chartered Marketer	8

Candidates were asked to provide details of their current position /relevant experience and which sector their experience was gained.

They were also asked to write a personal statement of up to 250 words on why they wish to stand for election to the Board of Trustees, what skills and experience they will bring to the Board, their strategic achievements to date and where they believe the future lies for the CIM.

The Chartered Institute of Marketing and UK Engage have made every effort to ensure that the candidates' election statements have been reproduced exactly as they were submitted; this includes any grammatical and/or spelling errors. The views expressed are those of the candidates and do not necessarily reflect those of the CIM or of UK Engage.

# June DENNIS

**Designatory Letters:** BSc, MBA, DipM, FCIM, Chartered Marketer

**Proposed by:** Derek Milward DipM MCIM

**Seconded by:** Nadi Dharmasiri DipM FCIM Chartered Marketer, Ruth Ashford DipM FCIM and David Lane MCIM

**Current position/relevant experience. Please provide details of your current role of any relevant Board experience you may have to support your nomination.**

I have recently joined Staffordshire University as Dean of Staffordshire Business School. I have served as a Trustee of CIM for the past two years and am seeking re-election. I have been a member of the CIM since the late 1980s.

**What sector was this experience gained in?**

In addition to the UK higher education sector, I have worked as a marketing professional in a number of sectors including clothing and textiles, engineering plastics, industrial services and retail – UK and international. I have also run my own marketing consultancy business and have experience of being an Expert Witness in marketing for a number of legal cases.

**Please detail your involvement with CIM to date.**

I joined the CIM board of trustees in January 2017 having been a member of the Learning Advisory Group. I also review the Institute's statements of compliance for Ofqual and other awarding bodies. I have been a chartered marketer from its' inception and have taught CIM awards since 1994.

## Personal Statement

I joined the CIM Board of Trustees in 2017 during a particularly turbulent time of the Institute's history. The organisation has undergone significant organisational and cultural change and I am immensely proud of what has been achieved. There is still some way to go and I would like to continue to be a part of helping to shape this.

I possess a useful blend of both practitioner and academic experience having held marketing management positions in a range of industries. I became interested in lecturing through teaching CIM evening courses during the 1990s. Since then, I have worked at Leeds Beckett University, University of Wolverhampton and currently at Staffordshire University in senior Faculty roles. As principal of UK College of Business & Computing, I liaised with HEFCE, Office for Students and the QAA. I am passionate about the student experience and ensuring that students are encouraged to achieve their potential. I have significant international HE experience. I bring to the board experience of the higher education and training sectors, including working with regulatory bodies and developing apprenticeships. I understand the importance of working with local providers to ensure a strong academic provision and that we must ensure that the training and curriculum offered meet the needs of students, the profession and businesses. I have a strategic focus but understand the practical implications of executing plans and work well with fellow trustees from other backgrounds. I have a good understanding of HR issues having managed over 200 staff in previous roles.

# Dr Geraint EVANS

**Designatory Letters:** PhD, FCIM, MA (Marketing), CSM, MSP

**Proposed by:** Professor Jonathan Deacon DipM FCIM

**Seconded by:** Gemma Butler MCIM, Dan Langford DipM FCIM and Allen Lai MCIM

**Current position/relevant experience. Please provide details of your current role of any relevant Board experience you may have to support your nomination.**

I am a specialist global Chief Marketing Officer (CMO), and a highly experienced digital, E-Commerce & innovation-led transformation leader. I am member of Battersea Dogs & Cats Home Corporate Board and have held numerous board role in the past.

**What sector was this experience gained in?**

I started my career in a variety of hands-on international sales and marketing roles around the world (not just Wales) for companies such as Virgin Media. Before beginning my most recent role for the wonderful ODEON Cinemas Group, I worked with the likes of Tesco, Boots, Whitbread, Tate & Lyle, MandM Direct, Virgin Media and Aimia in a variety of interim, programme, project management and consultancy roles. I have experience in financial services, retail, FMCG, utilises, leisure, Public Sector and B2B.

**Please detail your involvement with CIM to date.**

I am a Fellow, I have previously been a Chartered Marketer, and have various certificates. Currently I write for CIM Exchange (I have had four articles published this year), and also assist in events - for example, last week speaking at at Marketing Team of the Future Round table event.

## Personal Statement

I am very excited about the prospect of taking a leadership role with the CIM Board of Trustees. I am very passionate about ensuring the company has a strong future as with so much turmoil and technology innovation occurring, marketing is more important to the success of British business than ever. From a personal perspective, I believe I can bring a strong, award-winning track record of digital, E-Commerce & innovation-led marketing and transformation experience to CIM, as well as an academic perspective (I am a Visiting Research Fellow at St Mary's University). I have significant experience in international marketing; I have a proven track record of leading award-winning marketing campaigns for brands such as ODEON, Tesco, Boots & Virgin Media - recognised by wins @ Masters of Marketing 2017 & nominations @ CIM Awards 2018/2017 & PMA 2017. As a previously 'lapsed' member, I have now rejoined CIM, and re-engaged, proactively supporting the organisation through content writing and events (i have attended a number already, and an due to speak at the September event) this year, so I believe I can bring a fresh perspective, and I am a 'real-life' case study of a significant opportunity for CIM to re-enliven past members, as well as support the next generation of marketers - something I am doing by attending as a mentee at the 1st CIM mentor's evening in September this year. I am offering my help, so looking forward to your thoughts.

# Freddie HOSPEDALES

**Designatory Letters:** MBA, BA(Hons) DipM, FCIM

**Proposed by:** Leigh Hopwood DipM FCIM Chartered Marketer

**Seconded by:** Kate Hamilton FCIM Chartered Marketer, Fiona Spencer FCIM Chartered Marketer and Chris Daly FCIM

**Current position/relevant experience. Please provide details of your current role of any relevant Board experience you may have to support your nomination.**

I am currently Global Head of Marketing (CMO) for ERM, the world's largest pure-play sustainability consultancy. Previously, Head of Global Financial Services Marketing at KPMG I have been a Board Trustee of CIM for three years providing oversight to all core operations and counsel to the Chief Executive.

**What sector was this experience gained in?**

Professional services, financial services, mining, oil and gas.

**Please detail your involvement with CIM to date.**

Board Trustee of CIM for the past 3 years.

## Personal Statement

As a senior marketing professional with over 25 years' experience in a variety of roles and industries, I believe CIM is the organisation to create qualified marketers that add value to businesses in all sectors, as well as promote professionalism and protect professional marketing standards. As the CMO in a global organisation,

I have also seen the value of CIM to people's career's around the world. Something I passionately promote whenever I can. I have been a Trustee of CIM for the past three years providing oversight, direction and counsel through some of the Institute's most challenging times. The organisation now has a solid financial and operational foundation and is on a path to be what we all want our professional body to be. I wish to continue to ensure CIM transforms and grows through its current strategy and to influence the longer-term future through its next stage of development. As a Trustee I believe what I have done over the past 3 years, and intend to continue to do, is contribute to creating a sustainable organisation that will add significant value to members and the wider marketing and business community.

# Mocky KHAN

**Designatory Letters:** FCIM, DipM, Chartered Marketer, BA(Hons) 1st Class

**Proposed by:** Sameer Rahman DipM FCIM Chartered Marketer

**Seconded by:** Philip Preston DipM FCIM Chartered Marketer, Eileen Curry DipM MCIM Chartered Marketer and Joe Pacitti FCIM

## **Current position/relevant experience. Please provide details of your current role of any relevant Board experience you may have to support your nomination.**

Founder and board director of Fahrenheit 212 Ltd, a partnership agency specialising in creating consumer rewards that enable acquisition and retention of customers for big brands, through sales promotion. By connecting relevant brands within entertainment, leisure, travel, and lifestyle sectors. Board director at Sive Management Ltd, a commercial property company.

## **What sector was this experience gained in?**

I have gained my experience in Sales Promotion, specialising in Partnership Marketing in the following sectors: automotive, entertainment, finance, leisure, lifestyle, sport, sponsorship and travel sectors. I have worked with brands ranging from: Aviva, Fujitsu, Fiat, McDonald's, Premier League, O2, Red Bull, Vodafone to Western Union.

## **Please detail your involvement with CIM to date.**

Member and volunteer for over 19 years. Branch Chair in 2000, Chair of Greater London Region since 2008. Founder member of Membership and Professional Advisory Group, Part of the Chairs' Forum. Ensuring events and workshops happen. Providing the strategic direction implementation and delivery of GLR's Regional Plan.

## **Personal Statement**

Why I am standing for election: CIM needs to reconnect with members and understand their needs. I have been a member and volunteer for over 19 years – activist to Chair of Greater London Region. I believe that I can be the conduit between grassroots members and Moorhall to ensure members (and non-members) voices are heard. Skills/experience I will bring: As a partnership specialist I will have dialogue with key organisations, study institutions, corporates and SMEs to drive growth for CIM, value and innovation for members. My knowledge, drive, strategic leadership and determination will ensure key recommendations and initiatives are delivered on time and budget. Enabling CIM to remain the leading marketing body and marketers' value and status recognised. What I have delivered for members: • Mentoring scheme • Student support scheme. Implemented the national student initiative called 'The Pitch' • Celebrating Women in Marketing through dedicated awards and conferences • SME outreach programme • Working with other CIM Regions to deliver for members. Where the future lies for CIM: Adoption of technology, relevance to Millennials, young marketers and reaching out to agencies is vital to long term survival of CIM. I create and run promotions that are digital, aimed at this age group and have relationships with agencies. Vote for me if you want to: • Give grassroots members a stronger voice and better value • A representative who will be accessible and accountable • Make CIM relevant to members who have chosen CIM as their professional partner.

# Julian RAWEL

**Designatory Letters:** MSc, BA, DipM, FCIM, Chartered Marketer

**Proposed by:** Andrew Sherratt DipM FCIM Chartered Marketer

**Seconded by:** Tony Lindley FCIM Chartered Marketer, Victoria Boldison DipM MCIM Chartered Marketer  
and Kevin Anderson DipM FCIM Chartered Marketer

**Current position/relevant experience. Please provide details of your current role of any relevant Board experience you may have to support your nomination.**

CEO, Market Echoes Ltd. Faculty, various business schools (director roles at three) teaching marketing/strategy in eight countries. Previously marketing director of tour operator Eurocamp (helped take from start-up to plc); launch marketing director, Royal Armouries Museum. Board member ABTA, AITO (trade associations), Bradford Chamber, ABS executive education. Governor Harrogate Grammar.

**What sector was this experience gained in?**

Travel and tourism. Higher education. Consultancy.

**Please detail your involvement with CIM to date.**

Member since 1993. Active member of CIM Harrogate (1990s) until committee disbanded. Active member of mid Yorkshire CIM committee from 2008 until committee disbanded in 2017. Have been a Chartered Marketer since start in 1998. Member Levitt Group. Fellow since 1998 – based on innovative international marketing strategy for Eurocamp.

**Personal Statement**

CIM should be one of the leading associations for customer (member) service and responsiveness – aka Marketing. I don't believe it is and this partly explains why its relevance has diminished. A long term CIM member, I wish to continue to make a positive contribution, helping to enhance its reputation. My three aspirations: 1 CIM should fly the flag for marketing, demonstrating its role as an organisational force for good. But this means better understanding colleagues who don't work in marketing and reflecting on how the outside world views CM status. 2 Members should be proud of their status, through taking qualifications which are more than CV requirements, and benefiting from events and on-line support/information which are of a quality which automatically encourages annual renewal. 3 Every member interaction needs to be positive – we should be the exemplar of listening to members (customers) and delivering exceptional service. My career means I can represent all members. As an entrepreneur/marketing director taking tour operator Eurocamp from start up to multi-national plc; working on private/public partnerships including the Royal Armouries; creating real change at business schools resulting in positive recruitment increases; genuinely inspiring marketing students; consulting for large organisations and SMEs; always working nationally/internationally. My relevant skills are cutting through complexity and focusing 100% on the needs of customers/members. Whether as a trade association non-exec or a school governor, my contribution has been to encourage positive change, instil a can do attitude and to keep "customer" at the top of every agenda.

# Richard Neil Duncan STOREY

**Designatory Letters:** FCIM,  
Chartered Marketer

**Proposed by:** Brian Doidge DipM MCIM Chartered Marketer

**Seconded by:** Mark Baines DipM FCIM Chartered Marketer, Carole Bond DipM MCIM  
and Ros Conkie MCIM Chartered Marketer

**Current position/relevant experience. Please provide details of your current role of any relevant Board experience you may have to support your nomination.**

Director of management company for small group of individual holiday let property owners in Cornwall. Previously director of Bartol Plastics (Yorkshire); Board of Management at Cuprinol (Somerset) and director and general manager of Edwards Sports Products (Dorset). Trustee of British Institute of Brain Injured Children (BIBIC) 2000 -2010.

**What sector was this experience gained in?**

During the first 20 years I built my marketing career in the building products manufacturing sector from marketing assistant to marketing director before using my marketing experience to become general manager of two companies for which I was recruited to return loss making businesses to profitability. Set up my own marketing consultancy in the early 1990s to provide marketing strategy and planning support for SMEs in the manufacturing and distribution sectors in the South West region.

**Please detail your involvement with CIM to date.**

Currently Business Environment Ambassador for the South West Region. Previously Small Business Ambassador. Was a member of the SW Regional Board for 10 years to 2010. Chairman of the Bristol Branch 1995-6. Past member of Construction Industry SIG. Awarded CM in first year of awards in 1998. Member Levitt Group.

## Personal Statement

A strong believer in marketing as a strategic business discipline which should be front and centre of any organisation. I could bring my extensive experience and success in helping plan, develop and grow businesses organically to add breadth to the skills set of the current board. I am an honours economics graduate with a Cass Business School MBA specialising in industrial and international marketing. Active member of the CIM. Bristol branch chair 1995-96, member of the SW regional board 1999-2010. Currently Business Environment ambassador. Achieved chartered status 1998. Elected Fellow 2008. Past Fellow of Institute of Directors. Somerset branch chair 2000-2001 and member SW regional board. Ten years trustee experience on the board of BIBIC (British Institute of Brain Injured Children). Mentor for young marketers. Past Business Mentor for Princes Youth Business Trust. Currently a management company director for holiday let property owners in Cornwall. Career in marketing, general management and consultancy. From marketing assistant to marketing director. Twelve years in general management and recruited twice to (successfully) return loss making businesses to profitability. 1991 established an innovative marketing and business consultancy for SME B2B businesses providing strategy and marketing services. In a post-Brexit world, the CIM is well placed to regain the centre ground as the only organisation able to provide marketing professionals with a comprehensive membership, offering career support to aspiring business leaders. Growing our influence by emphasising and championing the UK's opportunities to exploit the global potential of our inventiveness and innovation in science, engineering and technology.