



Debbie has more than 30 years' experience of sales and marketing working within the small-medium sized business sector. She has particular expertise in formulating business and marketing strategy and advising on its implementation, ideas, lateral thinking, customer relationship management and process. *"Debbie provides insight and fresh ideas to any business she works with. Perceptive. Good at analyzing detail as well as broad-brush thinking. Marketing for small businesses a speciality."*

She is a qualified coach and mentor, and trained in Emotional Intelligence Profiling, and thus able to bring the skill and many benefits of coaching and mentoring and her understanding of EQ to her marketing consultancy.

### Selected accomplishments

Responsible for the sales and marketing, including strategy and budget, for what was then one of the largest groups of schools teaching English as a foreign language (from 500 students year-round up to a seasonal 1400). Member of the SMT and worked closely with the school academic principals. Appointed and managed many of the overseas agents and personally responsible for over 120 and worked with group's own offices in Tokyo and Zurich. Passion for the job and common sense to support safe travelling for 3-4 weeks at a time in South America, Near East up to Syria, half of Europe and Montreal – all before mobiles and laptops!

Led the enterprise arm of an independent boarding school set in 1200 acres to develop a successful commercial business and additional income stream. Reporting to the Chair of the Governors, Headmaster and Bursar, created the marketing strategy & subsequent business development at all times balancing the interests of stakeholders. "She has made a significant contribution to the financial strength of the College... she has a shrewd financial instinct... her professional skill has been proved beyond all doubt". Sir Humphrey Prideaux, OBE MA DL, (then) Chair of the Governors.

Worked in direct sales B2C whilst the children were young where she received great L&M training and was introduced to belief systems, mind-set, coaching and EQ.

Created and implemented a marketing strategy and many of the processes for an independent mobile telecoms business based in Cambridge and established a successful SW sales office, working B2B and including winning the mobile telephony contract for Viridor Waste Management.

Worked with one of the high street bank's marketing team and local business managers to project manage some 60 seminars/year, with each seminar requiring 200 people booked

Debbie is a member of the team of Quiver Management, a European quality award winning executive coaching company which also runs internationally recognised coaching and mentoring training programmes for leaders and professionals.

**Debbie is a Registered and approved Growth Coach with Business West's GrowthAccelerator and Ready4Business programmes providing expert, tailored advice to help ambitious businesses achieve rapid, sustainable growth. She is also registered with the Wiltshire Business Support programmes.**

She has worked with a number of ambitious owners of small-medium size businesses across a diverse range of industry sectors to help them grow their businesses including

- Professional practices – legal, accountancy, IFA, insolvency practitioner and mortgage broker
- Manufacturer of permeable paving
- Business offering e-courses in change management
- Horticultural Nursery
- Pub with rooms; restaurant, event caterers
- IT: Interactive Tablet brochure, i-cloud Document Management, Business Continuity Software
- Timber Flooring specialist
- Conservation Contractors
- Optician - Osteopath
- Care Home - Video maker

Gives marketing talks to local business groups as well as occasional seminars for UWE.

Previously Chair of the Bath/Wiltshire branch of the Institute of Directors, building the Committee from 2 to 8 which offered a programme of events for local members and feeding back local issues to London.

### Education and professional positions/qualification

Business studies with languages (French & German) & Law in London following A Levels

Companion of the Institute of Sales and Marketing Management

Certificate in Coaching and Mentoring for Professionals accredited by EMCC

accredited in the use of the Emotional Intelligence Profile Development Summary report through JCA Global Chartered Institute of Marketing

Debbie lives near Bath with her husband Bernard, an international music examiner. She has two daughters: Rebecca, a staff nurse, and Beatrice, a professional cellist.