

EXPERT HELP PANEL- Marketing



1st Ever Sunderland Area Final



Kevin Robson, an Organisational Development Consultant, is a former managing director and chief executive of a number of companies (including as a charity CEO) with extensive practitioner and consultancy experience in both the service and manufacturing sectors. With considerable insight into the public sector, Kevin has lectured NHS managers and senior police officers in Strategic Management. A writer and published journalist, Kevin's current interest is in SERVICE-ABILITY: securing maximum customer focus and customer satisfaction by aligning the whole organization for effective and consistent service delivery.



Avril Scott, is a Strategic Marketing & Business Development Consultant primarily operating in the arts, cultural, tourism and SMEs (small medium sized enterprises) sectors. She prepares feasibility studies, business and marketing plans and offers support, advice and practical solutions on all business and marketing issues. Avril is a Lead Assessor for Arts Council England, a Board member of the Arts Marketing Association (AMA) and a member of the AMA's Museums and Galleries Working Group. She runs workshops on behalf of the Chartered Institute of Marketing (CIM) and chairs many marketing events. Avril is a Chartered Marketer with an MBA and has over 19 years experience in Marketing and Business Development.



Helena Goy is Outbound Marketing Manager for Tracerco who are part of the FTSE100 Company, Johnson Matthey. Tracerco are a world leading industrial technology company, providing unique and specialised detection, diagnostic and measurement solutions to the Oil and Gas Industry. They are 3 times recipient of the Queens Award for Enterprise and were named 2008 Company of the Year at the Regional Finals of the North East Business Awards. Helena is responsible for identifying product positioning, outbound messaging and brand management. Ensuring consistent messages about the products and services flow out to the prospective customers and the commercial team within Tracerco.



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Daniel Hansens is a Chartered Marketer with extensive experience of all aspects in the marketing mix. He holds an MBA from Newcastle University and is Marketing Manager of Hardy & Greys Ltd, an international sporting goods company. Daniel specialises in Brand management, online marketing and marketing channel relationships and has successfully introduced and marketed countless products throughout his career.