



Introductory Meeting with Farrans Background Information

February 2019

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Career Summary

- Nearly 30 years' experience in marketing.
- Consulting and client-side experience.
 - Trained with management consulting firms in London.
 - In-house with Sony in Germany, RBS and Shepherd & Wedderburn.
- MBA (London Business School) and MA (French & German, Glasgow University).
- Fellow of the Chartered Institute of Marketing.
- Several awards for marketing, including Grand Prix in the Royal Mail Scottish Marketing Awards and UK Marketing Director of the Year.
- Adjunct lecturer, Heriot-Watt University.
- Regional director Scotland, Professional Marketing Forum.
- Board member, Includem.

Services

Evidence-led strategic marketing advice and operational marketing support to ambitious businesses:

- Research and insight.
- Marketing strategy and planning.
- Implementation of marketing plans and campaigns.
- Training and coaching.

Many projects are undertaken in collaboration with other agencies (e.g. PR, creative etc) and other professional advisory firms.

Clients

Clients are a diverse mix of organisations of varying sizes:

- Start-ups.
- Microbusinesses.
- SMEs.
- Large multinationals.
- Professional services firms.
- Not-for-profit organisations.
- Public sector bodies.
- Investors and advisers.

Sectors

Clients operate in a wide range of sectors in the UK and abroad:

- Arts and charities.
- Automotive.
- Aviation.
- Banking and finance.
- Economic development.
- Education.
- Environmental services.
- Food and drink.
- Hotels and restaurants.
- Leisure.
- Manufacturing.
- Media and entertainment.
- Oil and gas services.
- Professional and business services.
- Property and construction.
- Retailing.
- Travel and tourism.

Examples of projects

Customer research, followed by marketing strategy development and ongoing implementation for a plant hire business.

Customer research, followed by marketing and sales planning, for a UK waste management business.

Marketing strategy, communications planning and implementation for a membership group of divorce lawyers, financial advisers and counsellors.

Development of a customer communications proposition for a UK pensions provider, and recommendations for communication methods.

Strategic marketing planning for a global oil and gas services business, including a series of half-day workshops with the management team.

Hotel loyalty scheme market review for a creative firm's global hotel group client.

Examples of projects

Focus group research on cycling infrastructure and safety issues for a local authority.

Brand identity management for a Scottish region, including implementation of a communications plan.

Interviews with media editors to develop insight to assist a PR company creating a media strategy for a US software firm boosting its UK presence.

Review of creative campaign execution by competitors of a supermarket bank's travel money services.

Service user research, strategy workshop with the board, and marketing strategy development, for a charity that supports families.

Research of various audiences for one of the UK's largest independent schools to help inform its strategy.

Testimonials

25 Nov 2002

Dear David,

I was absolutely delighted to read in ThisWeek that StW had won both the Grand Prix and the Medium Sized Business category in the Just This Marketing Awards.

This is a wonderful achievement and it is a clear recognition by the marketing industry of the extent to which you have moved StW forward in marketing terms since you arrived here.

I know how demoralising it must have been for you when you first arrived! To your great credit you have won over your harshest critics by quiet determination and professionalism and it must give you a great deal of satisfaction to sense the extent to which you have obtained partner buy in to your marketing strategy and you have proved that even a bunch of cynical lawyers can be converted in the fullness of time.

Congratulations on a wonderful achievement.
Amanda Dunk

David Smith, Chairman,
Shepherd & Wedderburn

Testimonials

“Working with David was a pleasure. A strategic thinker who quickly gains an understanding of the issues and has a real commercial focus. David is extremely professional and always delivers, going the extra mile to get the job done to a high standard. A team player who is great fun to work with. I would not hesitate to recommend him.”

Marian Glen, Non Executive Director

“David facilitated our communications strategy away day. Everyone learned a great deal from David and significant improvements were made as a result.”

**Stephanie Mills
Head of Communications, Balfour Beatty Capital**

“There are lots of people out there professing they are ‘marketing experts’ and then fail to deliver. David Wallace is not one of these people. He is a true professional and an expert in his field, and most certainly does deliver! We are already in discussion for the next project.”

Elena Torres, Managing Director, Execair

Testimonials

“David got to grips with the key challenges we faced very quickly and made a real difference to our business in a short space of time. He was very structured in his approach and put together a fully-integrated marketing action plan in a short space of time which is helping us enormously. I was also impressed by the degree of commercialism in his proposed action plans – very entrepreneurial and refreshing in his approach which has helped add a new dimension to our customer engagement programme and marketing strategy.”

**Ross Haston, Managing Director,
Hamilton & Inches**

“David led the creation of our marketing strategy with great effect. He enabled our start-up tech business to develop a comprehensive three year strategic plan which instantly allowed us to put in place better marketing processes and procedures, as well as to allocate time and resource to the project. It also led to the development of a bolder, clearer brand. David’s ability to work to tight deadlines under pressure is second to none. I give David my highest recommendation.”

Doug Trainer, CEO, Diddo

Testimonials

“David is a great partner to work with if you want to develop your marketing strategy and capability. He talks sense, is highly commercial and pragmatic in his approach. I have learnt a lot from him and he left me with greater capability and confidence as a result of our engagement. In addition to using David’s services, I have recommended him to several clients who all gave positive feedback and I have also collaborated with him on client projects. He is expert and also fun to work with.”

Fiona Gifford, Director, The Performance Collective

“David supported and advised our Scottish team on marketing planning over a couple of years. David was very approachable and came up with innovative and constructive ways in which we could maximise our marketing potential. He was excellent to work with and provided a great source of knowledge for all our staff through training sessions he ran.”

**Katherine Sneedan,
Partner, Town Planning Consultancy**

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