

## John Foster

John is the creative director for Shere Marketing. His main area of work is in brand development and creative planning. Additionally he inputs to our clients' market communications strategies. He fulfils copywriting for advertising and direct marketing projects and leads many of the agency's online campaigns for clients.

"I began my life in marketing in the USA more than 25 years ago. It happened by accident really. Whilst working for a magazine on the editorial and design team I was asked to review the way in which they promoted sales and advertising revenue. From there I went on to run a multi-million dollar promotional programme for a leisure business in San Diego. On returning from America I became sales and marketing manager at Cannons Group, a privately held leisure group. When that business was sold in 1989, I cashed-in my share options, left and formed Shere Marketing. I am passionate about achieving positive bottom line results for our clients. This is my driving principle."

Education: St. John's School in Leatherhead, then Bracknell Technical College.

John formed Shere Marketing in 1989.

Professional:

- Managing Director at Shere Marketing Ltd.
- Partner at Shere Marketing LLP.
- Partner at Shere Marketing Strategic Communications LLP.
- Director at Mode Style Fashion Limited.

About me - outside work:

- My favourite movie: Groundhog Day. Bill Murray is always funny and as a self-obsessed TV weatherman, doomed to repeat the same day over and over until he changes his selfish ways - he is brilliant.
- Someone I admire: Mr Branson. I met him at a charity event and was struck by how unassuming he was. He has achieved incredible things without coming from family money.
- Interests: In any spare time, I'm aiming to get my golf handicap down to single figures before it is too late!



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### Highlights:

Development of global marketing materials for BP Solar.

Overseeing the re-branding of several UK businesses as they became DALKIA owned.

Corporate communications development and new brand architecture for Black & Veatch in the UK, including bringing Binnie Ltd into the group.

Development of new outsourcing concept branding for Carillion.

Re-branding of Payright software, leading to successful acquisition.