

Martyn Billing

Following on from hands-on marketing and management roles within blue chip businesses, my work with clients is to provide creative strategic marketing direction. Every strategy is geared for effective and practical implementation. In addition, where possible, I like to oversee the tactical projects that have been derived from the strategic direction.

“I enjoy working in a wide variety of industries and market sectors, bringing marketing discipline, expertise and experience to different opportunities. In my early years I focused on gaining business and marketing qualifications, and career development with 3M Corporation. Before becoming a consultant I held senior posts with Concord Lighting, Owl Video Systems and Nobo Visual Aids.”



Education:

HNC Business Studies with Marketing Options (Distinction) University of Brighton

Professional:

- Diploma in Marketing from the Chartered Institute of Marketing.
- OND Business Studies and Advanced Level Economics.
- Marketing Planning / International Marketing / Product Management (Institute of Marketing).
- Pricing for Profit (Winkler).
- Selling Skills (Dubois).

About me - outside work:

- My favourite movie: Rendez-Vous – A rather insane film, from 1976, made using a camera mounted to the front bumper of a Ferrari travelling through the streets of Paris at speeds of up to 140mph (albeit early in the morning!).
- Someone I admire: Steve Fossett for breaking over one hundred world records in sailing yachts, aeroplanes, hot air balloon and gliders (although he did have the money to finance it!).
- Interests: Air balloon pilot, motorsport, mountain biking/cycling, sailing, fitness/exercise/swimming.

Highlights:

Played key marketing role in the most profitable product group within 3M UK.

Grew sales of managed Concord products from small to larger proportion of UK turnover.

Successfully managed a marketing team of seven including creative department at Nobo.

Completely re-branded and launched new marketing and promotional programme for Owl.