

Steve Dobson

07717 428344 / steve@stevedobson.com

Business Development and Marketing Director with International Experience and subject matter expertise in Travel, Transportation, Public Sector, High-tech and Professional services. Executive Engagement at Board level, with experience presenting to Industry bodies, events and as a business mentor. Record of success utilising digital marketing, PR and online campaign execution in UK and EMEA.

Passionate to make a difference by championing business opportunities underpinned by new technology.

Social Media and SEO,

- Developed SEO content strategy for 'The Unusual Company' reaching 9.0m visitors online.
- Social media management of YouTube channel, Facebook Advertising, Twitter, LinkedIn and Instagram using tools including Hootsuite, Canva and Adobe Spark.
- 'Holiday Out' 2012 Viral campaign. 15,000 inquiries - 3 TV company film requests.

Award winning writing, Public Speaking, TV and Trade Associations,

- Writer of 4 books including Food & Travel Book of the Year and Prix Villegiature Finalist.
- Keynote Speaker at ITS World Congress, Hotel Marketing Conference and British Educational Travel Association.
- Advisor to episode of Channel 5 TV Show - The Hotel Inspector.

Marketing Automation, CRM tools and Agencies,

- Developed Marketing Automation and lead prioritisation tools for DowJones/Reuters.
- Loyalty, CRM and email tools including Pardot, Salesforce.com, SignUp.to, WebReply, HTK.
- Selected and managed agencies for PR, communications, brand, PPC and SEO, email and website technology, events and Incentives.

Events and Digital Marketing campaigns,

- Created Executive Networking events, developing them into high value service offerings.
- Developed Partnerships to extend PR reach and build New Business engagement.
- B2B campaigns in Public Sector, Auto and Professional Services.
- S-Cat campaign to UK Local Government, using former Prime Minister Tony Blair editorial.
- B2C campaigns – Frantic Friday, Sleep with a Story, Never Bored in Bed, Life Less Ordinary.

Executive Leadership and Strategy,

- European Executive Board member.
- Advisor to USA Leadership team.
- Creation of Integrated Marketing plan delivering \$15m+ of new business.

Experience:

March 2018 – Present

BD and Marketing Director, INRIX

Role to reengage with market, revive EMEA activity and support growth of sales pipeline.

- Cut failing Campaign Agency, ensured GDPR compliance and focussed effort to ensure Sales retained/grew accounts and converted existing proposals to wins.
 - In early 2018, the future was uncertain. By Dec'18, EMEA Team had beaten 2018 sales target.
- Delivered tools for £1,4M renewals and identified over £18M opportunity for growth in 2019+.
- Using 1/4 of previous PR budget, focussed activity on key stories and building partnerships, to generate more PR than before - in excess of £3M attributed directly to my team action – reengaging market.
- Delivered Public Sector Events, attended by over £4,5M of potential business prospects.
- Built Speaking Opportunity capability for INRIX business leaders, creating content abstracts for shows and events throughout 2018/19, to enable cost effective delivery of Brand Goals to Target audiences.

Sept 2003 – March 2018

Consulting Director, The Marketing Medic Ltd

Marketing agency to help clients "Sell More Stuff"

- Direct Mail campaign and online article series for Travel Company. Integration with digital promotional activities over a 2 year rolling schedule. Generation of €220,000 of business and 10x ROI.

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- Created start up business proposition, built global team of ambassadors to identify properties, write articles and build proposition globally, driving PR/SEO/Social Media activities WW driving 9M website visits, 115,000 references online.
- Database creation, optimisation and management of 600,000 newsletter audience annually.
- Recruited a team of over 200 Management and Technology experts in the USA and UK supported by Drop-In calls and arrangement of face-2-face meetings.
- Developed Online Sales and Marketing lead generation system, prioritising over 100,000 leads, used additionally to identify and manage key sales resource issues.
- Corporate Rebrand, Messaging and Communications activity: Brochures, Advertising, Interactive Sales tools and Sales Presentations.

Client Sectors:

Transportation, Public Sector, Travel/Destination Tourism, B2B Networking, Consulting / Professional Services, Charity, Hospitality, Private Sector Start-Up, Online Retail, Courier.

May'01 – Aug'03

Head of Marketing - Europe, Giga Information Group Ltd

Joined European Board, restructured and achieved profitability 2002, acquired by Forrester in 2003.

- Identified and implemented changes to generate profit through emphasis on high margin services, retaining top client accounts while making necessary cost savings.
- Managed agency for European PR and media relations. Collaborative and creative approach generated front page coverage in The Financial Times and trade titles.
- Developed Communications Strategy to build business in Public Sector using S-Cat certification.
- Led Marketing team of 8 to deliver conferences and new networking forum service for senior executives, providing additional \$2M annual revenue stream.
- Organised sales training, company kick-off and corporate incentives across Europe.

June'97 – May'01

European Marketing Director, Gartner

Gartner Inc. provides IT Consulting services. During my tenure, revenue increased 255% to \$250M.

- Developed Corporate brand and market positioning, advising the USA Leadership team.
- Campaign strategy, lead generation and go-to-market for Europe. This was Gartner's first integrated marketing, sales and research activity, generating \$15M in revenue growth.
- Specified and directed innovative viral marketing activities to over 100,000 individuals to jointly support data protection and lead generation objectives.

Nov'95 – May'97

Product Marketing Manager, STMicroelectronics

Based in France, I migrated 32 bit microprocessor products to reusable micro-core strategy.

Feb'94 – Oct'95

US Business Manager, Inmos/STM

Based in Bristol, UK and Boston, USA, STMicroelectronics acquired Inmos in 1990.

Promotion and Business Development for microprocessors. Sales increased 178%, reversing declining trend.

Aug'90 – Feb'94

Product Marketing Engineer, Inmos

Management of sales promotion and distribution, identifying simple ways to explain complex products.

Education:

1991-'93	Bristol Business School	CIM Diploma in Marketing, (MCIM 1998)
1985-'90	Portsmouth University	BSc. Hons. Applied Physics & Physical Electronics
1978-'85	The John Lyon School, Harrow	8 GCE 'O' Levels, 3 GCE 'A' Levels

Professional Training:

Marketing Law, Professional Negotiation Skills, Sales Training and Management, Data Protection GDPR.

Languages:

Native English and Fluent French.

Interests and Activities:

Rowing and Racing Vintage Skiffs for Sunbury Skiff and Punting Club.
Qualified yacht skipper, completing the 1993 Fastnet Race.

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