

Peter Schooling
Marketing Consultancy and Marketing Project Management
Summary of Sector Experience – Chronological
October 2009

Client	Sector	Role
Comic Relief	B2C	Consultant and project manager - for NPD project and investor funding
Monster UKIE	B2B	Consultant - Head of B2B Marketing
First Capital Connect	B2C	Regional communication / promotional activity
First Great Western	B2C	Customer magazine, creative consistency, station audit, upgrade print and distribution capability, advertising poster leaseback
Zynap (talent management software)	B2B	Brand positioning, marketing planning, in house marketing team support
Site Intelligence (online Business intelligence)	B2B	Brand positioning, marketing planning, project management, customer and industry event management, print and website collateral and content
Novacta Biosystems (drug discovery)	B2B	Brand positioning, business plan development, consultancy
Loyalty Management UK	B2C	Manage integration of Debenhams into Nectar at launch, develop and implement CRM programme with NCH, sponsor support and brand championing
Lever Faberge	B2C	Brand activation, brand planning, defence strategy, CRM, key customer marketing and targeted partnerships for Lever household brands – Persil, Domestos, Comfort
Unilever Ice Cream and Frozen Foods	B2C	Strategy and plan to introduce Walls Ice cream units into Debenhams restaurants
Firepower - The Royal Artillery Museum	B2B / B2C	Visitor footfall, corporate event strategy and planning, consultancy, website support
Financial Times	B2C	Promotional and partnership marketing
Debenhams	B2B	Feasibility study to assess extend of voucher scheme
Sunshine People (children's books)	B2B	Strategy and plan to get Sunshine People listed in key wholesalers and retail chains
Courts	B2C	Store based activity
Unilever Diversity	B2B	Annual planning to increase sales and distribution of Lever household products in wholesale and C&C
Schools Plus	B2B	Charity based programme to bring brands into schools
United Distillers	B2C	Specialist market reports to build market share by 'seeding' of niche brands to key audience opinion formers
ICI / Dulux	B2C	Store based account card promotion
Kraft Jacob Suchard (Maxwell House and Kenco Coffee)	B2B / B2C	Annual promotional and communication planning for consumer and trade activity
Pritchett Foods (catering)	B2B	Wholesale and C&C trade activity to encourage listing and volume sales
Polycell	B2B	Trade activity in C&C targeting tradesman
BP	B2C	Forecourt and shop promotional plans and implementation
Osram	B2B	Retail distribution and sales initiatives
Philips Electronics	B2B	Retail distribution and sales initiatives

B2B

B2B / B2C

B2C