



Act



Peter Schooling – MCIM
Marketing Consultant and Marketing Project Manager
Consultancy in Action (CiA) Ltd



Focusing on project delivery, CiA offers a mix of marketing consultancy and marketing project management roles for SME's.

My promise to you:

I will Act on the Consultancy I provide to ensure the delivery of agreed objectives is tangible and accountable. I will also commit to a payment by results model to provide confidence to my Clients and a reward for success.

CiA was set up in 2001 to offer consultancy at a senior level and simultaneously follow this through into project delivery - hence Consultancy in Action. Whether this is via a consultancy project or marketing project management, CiA delivers against the objectives agreed.

Prior to CiA I spent 15 years working in marketing agencies on a mix of B2C and B2B marketing programmes across a number of industries. Examples of project delivery include:

Client	Objective	Delivery
Comic Relief	New branded product for Supermarket listing	Delivery of feasibility study, product selection, commercial proposition and manufacturer contract. External fundraising fully invested within 2 months.
Monster.com	Develop B2B annual marketing planning	Acting Head of Marketing for 3 month contract to deliver an annual marketing plan. Delivered an approved, fully costed \$2m programme through to the UK Board.
First Great Western	Progress Project delivery to meet Dti compliance	Contracted to take on 10 specific projects for closure or further development. All completed over a 9 month period. On time and on budget.
Site Intelligence	Create customer proposition, and build brand marketing plans	Delivery of a company proposition, new look and feel, event programme and website development for this VC funded early stage business.
Nectar	Manage client service role for Nectar and Debenhams	Responsible for all aspects of client servicing leading to the successful delivery of Debenhams integration with Nectar at launch.
Lever Faberge	Implementation of customer marketing programmes, brand strategy and communications	Board Director responsible for delivering brand communication at Persil Tablets category launch achieving 6% market share in 6 months. Managed the Persil Funfit schools marketing programme, with over 36,000 schools registered and winner of a Business in the Community Award.

CiA helps clients in the following areas:

1. **Competitive Landscaping** - for a competitive advantage
2. **Market Sizing** - for a definition of the opportunity
3. **Marketing Strategy** - for deliverables against objectives
4. **Product Proposition** - for definition and clarity of where value lies
5. **Customer Targeting** - for accessibility, contact and retention
6. **Communication Channels** - for awareness and lead generation

Act Now

References can be obtained from:

Richard Campbell – Interim Marketing Director, Monster UKIE (Previously Marketing Director, Nectar)
Amanda Horton-Mastin – Innovation Director, Comic Relief
Eileen Noon – Chief Operating Officer, Firepower – The Royal Artillery Museum

Further information:

Case Studies and Client list: www.consultancyinaction.co.uk.

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What Clients have said:

"Peter was able to bring his marketing, business and investment skills together to help us develop an embryonic idea into a feasible business plan with appropriate partners. His rigour and thoroughness in the research phase and his anticipation of the needs of the project in the planning phase, has resulted in securing the confidence of key stakeholders at all points along the way."

Amanda Horton-Mastin – ***Innovation Director, Comic Relief***

"CiA quickly identified the issues and undertook a competitor review and brand positioning which provided us with a better understanding of our competitive advantage. CiA has also developed and implemented a marketing plan to bring greater relevance and understanding of our proposition to a broader customer base."

David Jackson – ***Founder and CEO, Site Intelligence Ltd***

"Peter provides senior level marketing experience with creative thinking - these are the key skills we need to initiate and drive new projects forward."

Richard Campbell – ***Interim Marketing Director, Monster UKIE***

"Peter has supported the museum now for over 4 years and provides us with invaluable insight from the work he does with his other Clients. His advice has directly led to improved performance in several areas of the museum's trading activities".

Eileen Noon - ***Chief Operating Officer, Firepower, The Royal Artillery Museum***