**Vanessa Ashworth**

**I work with CEOs and Sales leaders of multinational B2B organisations   
to grow revenues by €30m+ by delivering effective, results-led brand and marketing strategy,   
made up of science, creativity, leadership and guts.**

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**International Marketing Strategy**: A science-led, analytical, innovative marketing and branding professional, working with the C-Suite to deliver commercial strategy, business growth and sales success.

**Marketing Performance**: A highly creative multi-channel campaign architect, copywriter and storyteller.  
**Team Leadership**: An inspirational and persuasive leader and decision-maker, skilled in engaging and empowering teams to shape simple solutions to solve complex challenges.

**Career Experience & Success Summary**

10/2008 – 07/2020 **Vice President Marketing Communications** (Marketing Director), Norican Group

Key Objective: Grow the number of customers (revenue generation) while reducing the cost of customer acquisition.  
Responsible for all marketing strategy, plan creation, communications and measurement. Remotely led a global team of 13, managed a budget of €5m, responsible for key vendors, agencies, events, product launches, and a seven-domain website of over 700 pages, localised and translated in 11 languages, to address multiple stakeholders for Norican Group, a Private Equity-owned parent company of four industry-leading, premium equipment manufacturing and engineering companies serving the aerospace, medical, automotive, foundry, energy, infrastructure and other sectors.

Brand and Brand Marketing Achievements:

* Spearheaded the launch of Norican, merging two companies to propose a new, complete offer to the market.
* Created the brand and the Shaping Industry tagline, brand guidelines, proposition, look and feel, tone of voice.
* Built equity for and awareness of the new brand while growing equity and awareness of the subsidiary brands. Enhanced their appeal and reached new audiences to increase product sales.
* Built, positioned, promoted, protected and managed the brands, and brand compliance and integrity globally.
* Increased awareness and engagement via innovative, creative and emotive content, events and campaigns.
* Worked with interior designers to bring to life my location branding ideas which were adopted globally.

Digital Marketing Achievements:

* Continuously improved customer experience and quality Lead Generation, Return on Investment, and drove down the Cost of Customer Acquisition by leading the adoption of digital communications – inc. Web, CMS, Social media, SEO/SEM, PPC, Email software/automated mailing, integrated with Dynamix CRM
* Launched a new website to better serve the global customer base and increase leads, lead quality and sales. Initiated Discovery workshops which defined stakeholder requirements and opportunities; brought in Sitecore - an enterprise Content Management System (CMS) and trained the team to build the website.
* Constantly improved web statistics (visitor numbers, engagement, leads, sales) by remaining agile. Used analytics and behavioural data to make evidence-based decisions, to adapt the Information Architecture/site structure, change page and component design, and update content, metadata and internal links for Search Engine Optimisation and Customer Journey Mapping.
* Delivered 100% growth in web visitors in 6 months following a brand, persona mapping and value proposition project. Market research and competitor research, workshops, analytics and creative copywriting led to a content and SEO overhaul. The brand welcomed back lapsed customers, and the management team felt a new sense of pride and recognition.
* Consistently attained double the industry average Click To Open Rate (CTOR) for email campaigns at 20+%, due to the curation of great content and PR in brand-building, thought-leadership and promotional e-newsletters in 6 languages.
* Assisted in the development and customisation of a new CRM for sales and marketing enablement: customer journey planning, prospect nurturing, customer care and loyalty, targeting by industry, brand, region, persona.

Leadership Achievements:

* Achieved team management and harmony across cultures and through acquisitions by leading with clear direction and using a collaborative, hands-on approach aided by a proficiency in languages
* Realised a huge, complex exhibition: 6 brands, 6 cultures, 6 technology offers, multiple on stand presentations, multiple exhibits (inc. AR, VR, Crystal screen and physical machinery), 5 evening events, 100+ staff, on 1 stand, with 1 brand style, on budget at €1 million, to everyone’s satisfaction; created sales opportunities of €49m. Increased awareness and engagement via innovative, creative and emotive content, events and campaigns. Expanded the stand footprint and duration with imaginative PR and promotion.
* Changed the way the company delivered internal communications by launching an app, which made global and local communications more effective, interactive, accessible to all and easier to manage.
* Conceptualised and implemented a new marketing approach and new planning and reporting technology which increased team focus, and will improve results, manage resources and promote transparency.
* Coached the team to adopt best practice and create effective multi-channel campaigns, events and sales tools, working with sales teams, suppliers and partners to generate quality leads and build the brands.

07/2004 – 10/2008 **Global Marketing Manager**, Wheelabrator Group Ltd

Responsible for all marketing communications, strategy and plan creation, a global team of 11 marketers and an annual budget of €3m for Wheelabrator Group, an industrial equipment and services provider.  
(In 2008, the senior team worked with the Private Equity owners to buy DISA, creating Norican Group.)

* Built a now globally recognised, industry-leading brand by reinventing the Wheelabrator name. Created new logo and branding, renamed/rebranded all subsidiaries. The subsidiaries (former competitors) adopted the same name and style to work together to propose an offer to the market that no other could match.
* New Product development: Devised, launched and promoted the Wheelabrator Plus brand and product offer to provide a better service and maximise profitability. Massively improved internal harmony, teamwork and brand visibility, as well as increasing focus on customer service and delivering profitable growth.
* Accomplished continuous Return on Investment by reducing costs and consolidating suppliers, ads, events and communications, while improving marketing effectiveness with clearer focus, aims and messaging.
* Made the value of marketing more visible and measurable with digital marketing actions. Introduced e-newsletters, new enterprise CMS website, social media, SEO and Pay Per Click advertising. Reached a wider audience and generated more leads at a reduced cost.

04/2000 – 06/2004 **UK Marketing Manager**, COMAP Westco Ltd

Responsible for company rebrand, all UK marketing communications, events, web, PR and promotions for COMAP Westco, a European plumbing and heating parts manufacturer/distributor. Marketing strategy, plans and actions were B2B, with B2C-focused packaging and messaging.

* Increased loyalty and customer delight by organising and delivering campaigns to take 140 plumbers’ merchants to Cancun, and 170 to New York, generating impressive sales growth and profit margins.

01/1996 – 04/2000 **Marketing Manager**, AD Aerospace / AD Aviation

Responsible for increasing visibility for two Start Up companies by creating PR, websites, organising events, ads and sales tools. AD Aerospace designed CCTV systems for aircraft – targeting commercial and freight airlines. AD Aviation was a small airline – targeting businesses and private customers; and sold two-seater light aircraft to private pilots.

* Built the company’s first website in 1997, wrote PR, and became an industry spokesperson for air rage.

**Education**

09/1991 – 06/1995 **BSc Marketing with Modern Languages,** University of Salford

Inc: Strategic marketing, International marketing, International marketing communications, French, German.

1 Year in industry: Export sales, Koerber AG, Germany (6 mths); Interpreter, Alcatel, France (6mths)

Previous: 4 A levels, 2 AS levels, 7 GCSEs

**Continuous Professional Development**

Management Development training (HemsleyFraser) Remote Leadership training (HemsleyFraser)

SPIN sales and SPIN marketing training (Huthwaite) Strategic Account Sales training (BTS)

Guest speaker and presenter at various events Google Analytics / Other Digital training

Webinar guest speaker / Round table guest

Completed 5 day “Norican University” Management training

Regularly attend Digital transformation and Digital marketing-themed seminars in the UK and internationally  
Currently collaborating with other marketing experts to redesign the Sales Funnel and corresponding strategies

**Volunteer Experience**

06/2019 – 09/2020 **Independent Trustee,** Rivington Heritage Trust

The charity, a Heritage Lottery Fund project, is working to repair a 45-acre terraced garden, high on the hills above Horwich.

* Created a consumer brand, built a website (WordPress) – designed architecture and wrote content; launched a gin; planned, organised and delivered events, including music festivals, light festivals, Viking marches and afternoon teas – all outside and one mile up a hill; managed social media; raised £000’s by attracting visitors, donors, members and sponsors; delivered talks and tours.

03/2017 – 09/2020 **Conservation volunteer,** Rivington Terraced Gardens

* Cleared paths, ripped out trees, desilted ponds, built dry-stone walls and living hedges, planted an orchard, led craft workshops to build festival structures and artworks.

**References**

**Robert E. Joyce Jr**, former **CEO of Norican Group** (worked together from 2004 – 2019):

*“Vanessa - You created the brand that was both transformational and inspirational. You set the canvas for the rest of us to pour value into. Thank you for your leadership, your vision, and your teamwork. We could not have achieved what we did without your inspired contributions.”*

**Clifford Parr**, former **President of** **Wheelabrator Plus and Wheelabrator Vibro** (worked together from 2004 – 2019):

*“Vanessa, you were a willing and able student who quickly transitioned into a valuable and inspiring leader in your own right. You made it fun and rewarding for everybody concerned… I wish you all the best for your future career and trust that soon another great company is able to benefit from your undoubted skills, knowledge and positive attitude.”*

**Petrina Cartner-Flynn,** **Head of Digital Marketing at Norican Group** (direct report from 2011 – 2020):

*“Vanessa is a great team manager, she doesn’t micromanage, she allows the team to use their skills to the best of their abilities. She demands the best from people and expects results, but she is kind and empathetic to the individual.*

*Vanessa isn’t afraid to speak her mind and state her case, she thinks about the wider business strategy, future plans and brings past experience, knowledge of different cultures, markets and environments which enables her to develop effective marketing plans and strategies.*

*Vanessa has a huge appetite to take on a challenge and approaches new projects with passion and drive. I will miss working with her and am confident she will go ahead to further success.”*