**CURRICULUM VITAE**

**MARC DUKE**

**PROFILE**

An established business and marketing consultant specialising in B2B marketing, primarily with technology companies.

With 20+ years marketing experience helping businesses grow, Marc offers companies a mix of strategic and tactical marketing, covering areas such as lead generation, influencer marketing, PR, social media, content creation, events, and strategic advice.

Marc brings an extensive network of contacts and is able to make smart introductions to help his clients. Like all good non-executive directors, his “black book of contacts” is made available to his clients and his work with entrepreneurs and companies stands him in good stead to really get "under the bonnet” to add maximum value.

**EDUCATION & QUALIFICATIONS**

CIM Chartered Marketeer

1995 Imperial College, London: BSc(Hons) Chemistry with Management (2.1)

**CAREER HISTORY**

**Sept 2015 – Present Various Non-Exec & Consultancy**

**Criteo (ad tech company)**

**Consultant**

* Currently providing support to Criteo with its influencer marketing covering analyst, influencers, investors, bloggers, peer reviews sites, journalists and trade associations.
* Mix of planning and implementation

**Destrier Communications (AR Agency)**

**Consultant**

* Provided support to Computacenter to run its European AR Summit in April 2018 with over 30 analysts from across Europe attended the event in Hamburg. Currently supporting MongoDB (open source SaaS provider) with analysts relations in Europe.

**BrainBroker (resourcing start-up)**

**Non-Executive Director**

* Provided marketing support and general business guidance and advice to Brainbroker to help its growth and development.

**Various other external roles with responsibilities covering:**

* Lead generation and prospecting to advertising agencies and tech companies
* Overseeing all PR and comms including content creation, partner communications and supporting sales.
* Lead generation and introductions, sourcing start ups and accelerators to help with growth.
* Worked with FRS and KYC, two fin-tech clients responsible for media relations and content creation
* Researching suitable investors, funds and VCs to support a £2 million raise for QDOOZ (ed tech start up).
* Provided over 50 opportunities to legal start-up Lexoo to consider and evaluate whether they wished to partner with and made introductions as appropriate.
* Created and delivered numerous training courses and webinars on marketing with the likes of Geovation (Ordinance Survey incubator), White Space Ventures (VC) Lexus Nexus and CLT (Legal focus)

**EARLIER CAREER**

**Dates Employer Position**

**Jan 13 – Feb 15 Celltick cellular content/advertising Marketing Manager**

* Ensured Celltick was in communication with key analysts globally and increased its presence in the media and advertising sectors through conferences and industry events

**Dates Employer Position**

**Jan 12 – Dec 15 Technopol Mentor**

Provide ad hoc mentor support to Estonian start ups looking to enter the UK.

* Ran Skype training session for group of start-up covering B2B Marketing in the UK.
* Made introductions to companies to help incubator start-ups.

**Dates Employer Position**

**Jan 14 – Aug 14 Sentiment Marketing Director**

Part time role covering every element of marketing from strategy and positioning, email marketing, content creation, social media, partner marketing, events, collateral creation, lead generation, online marketing, customer comms, PR, AR, managing an agency. Aim was to create awareness of Sentiment and generate prospects for the sales team.

* Spoke at On The Edge Live Birmingham re social media marketing.
* Event support at Social Customer Service Summit.
* Devised and ran Social Customer Service Masterclass workshops.
* Managed relationships with Institute of Customer Service and Product Planning Forum.
* Ran partner marketing programmes with Netcall and PR Newswire.

**FURTHER CONSULTANCY DETAILS AVAILABLE ON REQUEST**

**Various roles including:**

2000 – 2002 3Com Corp - European Analyst Relations Manager

1997 – 2000 August.One Communications/Text 100 - AR Director

1995 – 1997 Penn Communications, Account Executive

IMMEDIATELY AVAILABLE