

PROJECT DELIVERY AND ACCOUNT STRATEGY EXPERT AVAILABLE FOR INDUSTRY COMMENT AND INTERVIEWS

Name: Tom Gillman

Title: Business Development Director, Focus Integrated Marketing Communications

Areas of expertise:

- Marketing strategy and implementation
- Growing client accounts
- Delivering complex projects
- Team management and motivation
- Developing client relationships
- Project management



Background:

Tom is a marketing strategy and project delivery expert who possesses extensive experience working with major brands. He joined Focus Integrated Marketing Communications in 2010 and is responsible for driving organisational goals, identifying new business opportunities and developing important client relationships. Tom also fulfills an Account Director role for some of the company's largest clients, taking strategic responsibility for a portfolio of accounts and offering consultative advice to develop and help implement complex marketing communications strategies.

In 1992 Tom graduated with a degree in Business Studies, specialising in marketing. This gave him a solid grounding for his first account management position at EWA Bespoke Communications, which is a part of the WPP Group. Here he was instrumental in the

development and implementation of the Citroen Auto Manager fleet management software and led a team of account coordinators in providing support to Citroen agents, their dealer network and customers.

After three years Tom joined Acxiom as Service Delivery Leader for Vodafone, Amex and Oxfam, where he delivered complex CRM (Customer Relationship Management) programmes and managed highly technical projects and databases. He also provided leadership to a large, multi-disciplined team and was responsible for ensuring best practice across all client accounts.

In his next move, Tom joined GFM, a promotional marketing agency with clients including the Telegraph Media Group, News International, Associated Newspapers, the Daily Star, The Independent, Work Communications, Jeans4Genes, I-Touch, The Prostate Cancer Charity and ITV. Here he project managed all internal departments to facilitate the delivery and ongoing development of new products, grow client base and expand the business.

In September 2008, Tom became a Senior Account Manager at Burrows, which is a part of the WPP Group, with clients including Ford, Mazda, McLaren, Land Rover, Aviva, Tourism Ireland, RAC and Heatrae Sadia. While at Burrows, Tom had responsibility for Mazda sales literature across 32 countries, with brochures printed in 36 languages across eight brands.

During his 15 year career, Tom has gained full-service marketing experience across a wide-range of industries from the automotive, mobile telecoms, financial services, charity, leisure and national media sectors.

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Contact Points

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Notes to editors

- Focus Integrated Marketing Communications is a leading creative agency and provides a range of services for both offline and online communications disciplines. Established in 1997 and employing 35 staff, the company has an annual turnover in excess of £2.5million and works with a number of established national brands.