

Andrew Armour, DipBus (Marketing), B.A. (Hons) Law: Marketing Consultant

I am a marketing and business development expert who specialises in the management of projects requiring critical collaboration, alliances and relationships. I hold senior agency, corporate marketing and start-up experience, across publishing, B2B services, digital, content and media industries. I am available now for interim projects & assignments, workshop facilitation, consulting, training and lecturing opportunities. You can call me on: **07971 231 025**.

Business Skills & Specialisms:

Marketing Strategy: Planning, Product Development, Alliances, Innovation, Research, Brand Strategies

Marketing Tactics: Campaign & Project Management, Sponsorships, Creative, Digital, Media, Agency Management

Partnership Marketing: Relationship, Concept Development, Implementation, Reviews and Maintenance

General Management: Team Performance, Recruitment, Leadership, Change, Business Reviews, Start-Up

Sales & Commercial: Business Development, Proposal & Pitch Management, Contract Drafting & Negotiation

Industries: Media, Publishing, Technology, IP & Sponsorships, Agency, Consulting, Training & Education

Consulting: Managing Director, Benchstone Limited, Interim Marketing, Consultant & Tutor:

2015: Tutor; BA Business, BIMM London, Guest Tutor, Henley Business School & Associate Trainer, Reed Learning

2014: Interim Head of Marketing, IP Integration, consulting to Powwownow, 4CM (agency), Henley, BIMM

2013: Consultant to; Powwownow, The AA, 4CM, Henley Business School and Krems Danube University, Vienna,

2011-2012: Consultant to; JiWire (BT London 2012), Versatile Connections and Powwownow

Career Highlights: From Big Brands To Little Agencies, From Corporate Media To Starting-Up:

2011: Founded Benchstone; interim marketing, consulting, workshop facilitation and marketing course tutoring

2010: Managed Yell.com Editorial team, secured 130+ free content partners generating 200,000 page views p.m.

2009: Devised Yell.com content partner acquisition strategy, recruited team of web editors, created contract system

2008: Developed the Number One performing Yell digital affiliate deal (TFL) & Yell's first Mobile Phone QR code test

2007: Devised new content management plan, recruited specialist print editors, grew content usage by 17%

2005: Devised & secured marketing partnerships providing more than £3 million worth of editorial content for Yell

2003: Pitched, won & managed \$1 million+ of Nestle & Kimberly-Clark consumer promotions for Corporate Express

2001: Pitched, won & managed \$5M of design & print / e-commerce management contracts for Boise/OfficeMax

1999: Developed plan, strategy & pitch to secure \$17M of funding from the New Zealand Prime Minister

1997: Built three-year Disney licensing deals (15% revenue growth + \$1M+ revenue) with BMG & Harper Collins

1996: Devised & managed a joint-venture live TV Show entertaining 30,000 children over two days

1995: Secured & managed licensees for Team New Zealand's America's Cup Campaign worth more than \$10M

Career Summary: Media & Brand Licensing, Marketing & Promotions, Innovation & Consulting

2011: M.D. & Founder, **Benchstone Marketing Limited** (interim marketing, consulting, workshop leader, tutor)

2005-2010: Head of Marketing & Content Partnerships, **Yell Group** (innovation, marketing & brand partnerships)

2002-2003: Senior Account Director, **Corporate Express** (FMCG/B2B promotions & agency account management)

2000-2002: National Partnership Manager, **Boise/OfficeMax** (print systems & e-commerce account management)

1997-2000: Account Manager, **Verdict Communications** (agency account management, creative, design, print & PR)

1996-1997: Brand & Licensing Manager, **Walt Disney Films** (licensing movie brands & 3rd party promotions)

1993-1996: Special Projects Executive, **TVNZ Enterprises** (licensing America's Cup & other 3rd party broadcast rights)

1990-1993: Music Licensing Executive, **PRS For Music** (licensing music rights within broadcast productions)

Academic Summary: DipBus (Marketing), BA Hons (Law), FRSA

2008-2014: Henley Business School – Leadership Programme; Change Management, Innovation, Strategy.

1994-1996: Auckland University Business School – Post Graduate Diploma in Business, Marketing & Venturing

1990: Bournemouth University – BA (Hons) Law & Communications (specialising in Copyright Law & Contract)

Contact: You Can Call Me For A Chat on **07971-231-025** | Or Email Me @ **andrew@benchstone.co.uk**

Or Join Me For Coffee At: The RSA, 8 John Adam Street, London or Century Club, 61 Shaftesbury Avenue, London.

Find Out More. See: **LinkedIn –Andrew Armour** | Visit: **www.benchstone.co.uk** | Read: **www.andrewarmour.com**