


Course Director Profile

Debbie Clewes

<p>Summary</p>	<p>Debbie Clewes runs her own training and consultancy business, is a Training Director and Associate Lecturer. She runs public and tailored in-company workshops on Marketing Planning, Brand Management, New Product Development and Marketing Communications. Debbie has worked with many organisations in various sectors including the ICRC, McCains, Thorntons, American Express, COI, British Heart Foundation, Alcan Packaging and John Lewis.</p> <p>For the CIM Academy at Moor Hall, Debbie is Lead Course Director on Strategic Marketing and has delivered Managing Corporate Reputation, having been an Examiner and Senior Examiner for CIM for a number of years.</p> <p>Previously, Debbie was a Senior Lecturer in Marketing at Northampton and Nottingham Business Schools where she was Course Leader for the MSc Marketing Management. Debbie graduated from Nottingham with a first in Business Studies, having been sponsored by Kodak Limited for her degree. She then worked for Kodak in the Consumer Products Division in marketing and sales during which time she passed her Diploma in Marketing. Subsequently her research degree focussed on service quality and she has published a number of articles and revision texts and is often asked to speak at conferences.</p> 
<p>Areas of Expertise</p>	<ul style="list-style-type: none"> • Marketing Planning and Management. • Brand Management. • New Product Development. • Marketing Communications
<p>Training and Consultancy Experience</p>	<p>As a Training Director, Debbie runs one-day workshops on Marketing Planning, Brand Management and New Product Development. She also runs longer tailored in-company programmes and has worked with many organisations in various sectors including the ICRC, McCains, Thorntons, American Express, COI, British Heart Foundation, Alcan Packaging and John Lewis.</p> <p>Debbie also facilitates marketing and brand planning workshops for her own company with clients including Rolls Royce, NHS Supply Train, Sony Ericsson, Dulux Paints, Grobag, Nottingham County Council and LRQA.</p>
<p>Market Sector Focus</p>	<p>Experience in all sectors; FMCG, Service, NFP, Business-to-Business, Public Sector</p>

Recent and Current Projects	<ul style="list-style-type: none"> • PGDipM Managing Corporate Reputation module, DipM Strategic Marketing module • ICRC brand development consultancy project • Rolls Royce Brand Strategy Customer Workshops • Introduction to Branding • Relationship Marketing and Co-Branding • An Overview to Marketing Planning • An Overview to Strategic Marketing • The New Product Development Process • Brand Management and Campaign Planning Modules Northampton Business School • Developed and delivered company specific projects across a range of subject areas, working with various clients; most recently for Rolls Royce in the UK, Doka in Austria, ICRC in Geneva and Ooredoo in Qatar.
Qualifications Professional Memberships and Publications	<p>Master of Philosophy</p> <p>Postgraduate Diploma in Business Research</p> <p>Postgraduate Diploma in Marketing</p> <p>BA(Hons) Business – 1st Class</p> <p>Full member of CIM - MCIM</p>
International Experience	Various projects including Austria, Ireland, Switzerland, Italy, Qatar, Zimbabwe