

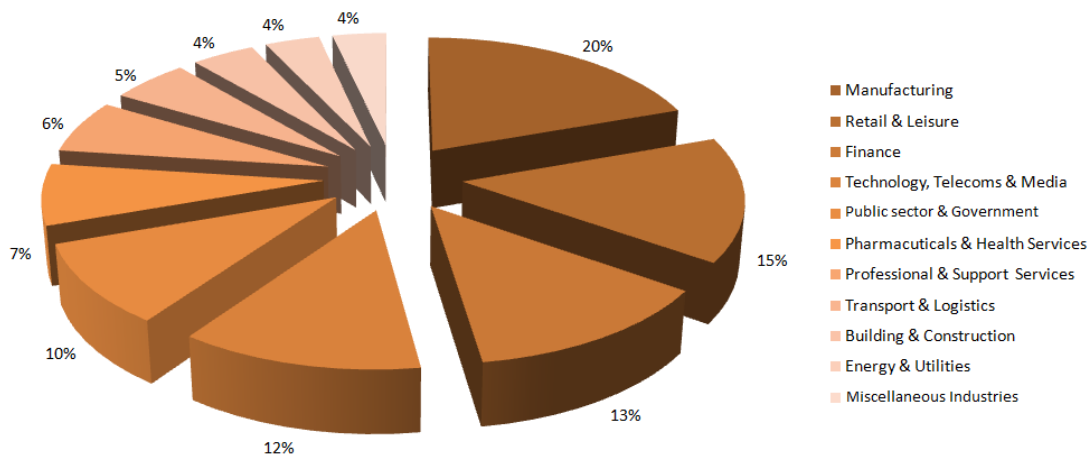
Previous Lead Generation Programmes

When selecting a business development partner it's critical to match their experience and capabilities with your target market.

Here is an analysis of previous lead generation programmes we have run.

Industry Sector

Our experience covers diverse sectors ranging from telecoms and media through to manufacturing and logistics.



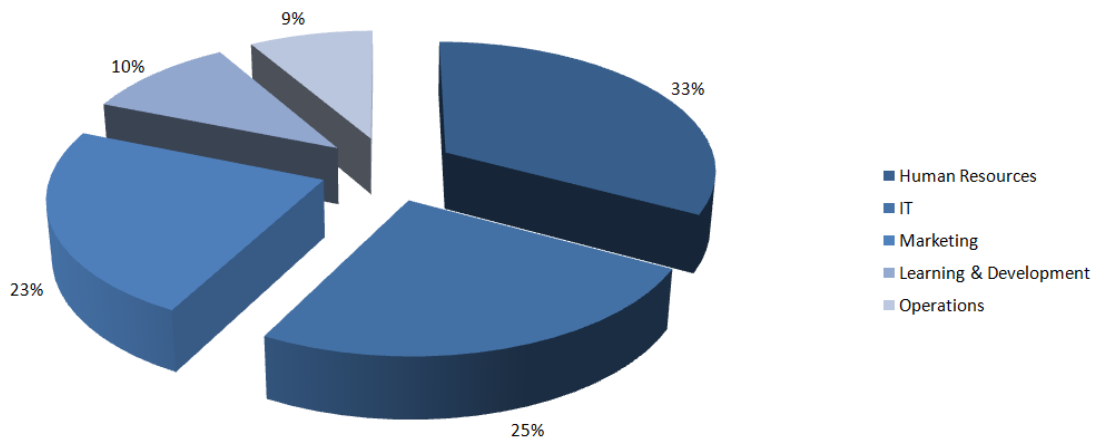
We have access to comprehensive data covering UK and international companies, from FTSE100 corporates & public sector organisations to mid-market private businesses and larger SME's.

Examples of new revenue opportunities we've delivered for clients include:

MTV · Guardian Media · Orange · Channel 4 · BBC · T-Mobile · BT · Kingston Communications · RBS · Transport for London · Friends Provident · Friends Provident · ASDA · Focus DIY · BAE Systems · Samsung · Porsche · Hoffman La Roche · Premier Farnell · Novartis · Taylor Wimpey · Walt Disney · Marks & Spencer · Barclays Wealth · Virgin Media ·

Job Function

We develop relationships with key influencers and senior decision makers within Marketing, Human Resources, Learning & Development, Finance, IT and Operations.



In addition to CxO and Director-level contacts we identify and access mid-level managers with budget and responsibility for specific procurement areas.

Examples of contacts we have opened doors with include:

Chief Marketing Office · IT Services Director · Finance Director · Head of HR · Operations Director · Global Head of Supply Chain · Head of Organisational Development · Head of Strategy & Insight · Marketing Director · VP Human Resources · Head of IT Infrastructure · Head of Digital · Director of Communications · Head of Brand · Change Director · Head of Distribution ·

We also target niche job functions within large organisations. These names are typically not available through traditional data providers but can be sourced by our specialist research team.

Examples of niche contacts we have engaged with include:

Chief Network Analyst · Systems Operations Manager · Head of Employee Engagement · Digital Strategy Director · Head of Mobile · Head of Governance and Risk Management · Head of IPTV · VP Technology · Head of e-Strategy

Contact us on **0845 652 0697** to find out how we can generate revenue for your business.