

## **SPEAKER BIOGRAPHIES**

### **Susan Hallam, Internet Marketing Strategy Consultant**

Susan Hallam is Managing Director of Hallam Communications, a leading provider of Internet marketing services in Nottingham.

As an Internet Marketing Consultant, Susan shows small and medium sized businesses how to take advantage of the latest internet technologies. She has a unique background as a veteran Internet marketing professional, running her own independent consultancy practice since 1999. Prior to that, she held senior Internet marketing roles at BT and Capital One.

Susan specialises in the business impact of emerging Internet technologies, online marketing tools and techniques, customer relationship and content management technologies.

With more than 20 years of information management and Internet experience, Susan has extensive knowledge of:

- Customer relationship management
- Web marketing
- Electronic commerce services
- Business and consumer online applications
- Intranet and content management tools and techniques.

She has experience in advising high growth start-up companies with particular experience in the development and marketing of new online technologies. She has strategic and hands-on experience of customer relationship management applications and processes, and information management and retrieval techniques.

For further information visit [www.shcl.co.uk](http://www.shcl.co.uk)

### **Michael Rolls, Food and Beverage Operations Consultant**

Michael Rolls has over 20 years experience in the hospitality industry including the management of fine dining operations, pub, leisure and entertainment venues and private golf clubs, as well as having an in-depth knowledge of food & drink and kitchen operations. He has overseen openings and managed a variety of leisure and restaurant operations including Henley Golf & Country Club, Cox's Yard, Café Maxim's and Green's Restaurant & Oyster Bar in London, in addition to running his own private dining business.

Based in Studley, Warwickshire, MJR Consulting offers a grounded and practical Food and Beverage consultancy service to clients throughout the West Midlands. Established in 2006, the company has over 20 years experience in Hospitality management.

Having graduated with an HND in Hotel and Catering Administration, Michael Rolls has successfully managed a number of high profile operations in the fine dining, pub, leisure and entertainment sectors, as well as having an in depth knowledge of food and drink and kitchen operations. In addition Michael has worked in both retained and contingency recruitment for a number of years. Michael's operational expertise enables him to offer strategic and tactical business solutions in a grounded and practical manner to increase bottom line profit. He has a proven track record of assisting management in identifying business growth opportunities and efficiency improvements and supporting the implementation of the required changes. Particular areas of expertise are operational efficiency, getting the best out of your people, and menu design and costing.

For further information email: [mrolls@mjrconsulting.biz](mailto:mrolls@mjrconsulting.biz)

### **Geoff Ramm, Marketing Consultant**

Geoff Ramm has been described as the Billy Connolly and Peter Kay of Marketing.

On stage his observational style enthuses and inspires companies with ideas to market their business like never before.

Sharing real life marketing stories and easy to use marketing techniques, he has helped to launch, develop and grow thousands of businesses with his unique observational insights and brand of humour.

He is also the author of Marketing Takeaway. A book packed with observational hints, tips and ideas to give businesses a marketing boost.

As a speaker and member of the PSA (Professional Speakers Association) Geoff has presented to organisations including Royal Bank of Scotland, Barclays, Business Links, Chambers of Commerce and Enterprise Agencies throughout the UK.

Geoff has received rave reviews from thousands of start up, and existing businesses.

He has also been awarded a variety of accolades including; Winner of the Shell Live Wire Young Entrepreneur of the year for South Tyneside, finalist for the Learning Skills Council Business & Enterprise Award and the Institute of Business Advisers Start-up Business Advisor of the year.

Geoff introduces the audience to A.I.D.A, the 6 foot marketing skeleton and demonstrates how the human body directly relates to marketing activities – this has to be seen to be believed!

His goal is simple, to take AIDA around the United Kingdom, to inspire start up and existing small to medium businesses to market themselves effectively, in gaining more customers, retaining more customers and helping them to stand out from the competition.

### **Lesley Waters, Chef and Cookery School Practitioner**

Well known for her regular television appearances on Ready Steady Cook, Great Food Live and This Morning, Lesley is also a former Head Tutor of the Leith's School of Food and Wine, author of several Cookery Books, a qualified Fitness Instructor and a mother of two!

Originally a Londoner born & bred, Lesley was quickly charmed by the beauty of the West Dorset area and inspired by the superb quality of the fresh local produce available right on her doorstep.

Lesley has written nearly twenty books including Fifteen Minute Feasts for BBC Books, Four Seasons Cookery for BBC Books, Sainsbury's Quick and Easy Food for Friends (Martin Books, 1995), Weight Watchers Carefree Christmas (Simon & Schuster, 1996), Ready Steady Cook Book 3 (BBC Books, 1997), and Weight Watchers Store Cupboard Cookery (Simon & Schuster, 1997). These were followed by Classic Starters and Juice Up Your Energy Levels both for Orion and The Essential Pasta Book for Weidenfeld & Nicolson. Broader Than Beans a major vegetarian cook book was published by Headline in 1998 and the follow up Cooler Than Chillies was published 2000. and recent titles include New To Cooking (Ryland Peters and Small) and Healthy Food (Quadrille). She has also launched a series of paperback cookbooks with food retailer Julian Graves

Another exciting project started for Lesley in 2004 when she set up her own cookery school based in her Dorset home. The mission statement for Lesley's school is 'to inspire, give confidence and have fun!'

For further information visit [www.lesleywaters.com](http://www.lesleywaters.com)

### **Rob Ward, Food and Drink, Retail and Marketing Consultant**

Rob Ward connects food businesses to consumers. Be that by developing their products and services, building a brand and finding a channel to marketing these products.

#### **Rob Ward's Specialties:**

- Food industry
- Brand engineering, retail design, supply chain management and new product development.

## **Rob Ward's Experience**

### **Food Marketing**

#### **Bidwells**

(Partnership; Real Estate industry)

2008 — Present (1 year)

Bidwells Food Marketing:

Connecting food businesses to consumers - direct or indirect, food businesses need to understand how to make this connection, Rob specialises in making this happen.

Retail design - either actual or virtual stores

Brand building - to make that connection

Product development - taking an idea and bringing it to market.

### **Owner**

#### **Food Marketing Network**

(Marketing and Advertising industry)

January 2004 — Present (5 years 4 months)

International Food Marketing Network for businesses and individuals that are interested in discovering food industry ideas and challenges. Centered on one concept to help food businesses learn more about consumers, The Food Marketing Network can help make that connection.

### **Owner**

#### **Green Fields Food Retail**

(Retail industry)

1999 — Present (10 years)

Rob Ward was the original founder of this award winning, premium food retail store. In store or online, Green Fields has a predominately locally sourced range that focuses on high-end fresh food that sets the standard. Sales per square metre are one of the highest in its market. Green Fields manages to be discerning without being pretentious.

For further information email: [Rob@FoodMarketingNetwork.com](mailto:Rob@FoodMarketingNetwork.com)