



Marketing Drivers

- An International Marketing Capability & Alignment Consultancy

What Makes Us Different

- Marketing Drivers are professionals who have extensive and wide ranging marketing experience at a senior level on both the Client and Agency side.
- Our pragmatic approach ensures that what we deliver is practical, useful and most importantly, satisfies our client's requirements whilst reflecting their organisation's culture.
- *We drive change from the inside out* by working with the most valuable assets of your business – the People.
- We focus on strategy and the end to end solution; not just strategic concepts.

What We Do

We are dedicated to improving the efficiency and effectiveness of Marketing Functions and Agencies. Our specific expertise is in developing and aligning people, processes and tools to a vision or strategy. This includes designing optimal organisational structures and best practise ways of working.

In essence, we focus on getting the basics right or putting the building blocks in place to enable your business to **deliver marketing excellence** – unsurpassed products/services or in the case of agencies, quality solutions/outstanding results.

In this way, we can help *you* to make a sustainable difference to your business.

How We Do It

Our approach includes:

- Consultancy, where we work in partnership with you to ensure that the end result is achieved.
- Insight generation through Stakeholder Interviews and Discussion Forums with key individuals.
- Facilitated workshops to address, for example – specific issues, build ideas or as part of the Project to endorse recommendations and ensure agreement to the Implementation Process.
- Knowledge transfer throughout the Project and where required, Development Programs to ensure that people have the right level of knowledge, skills and demonstrate the right behavioural dimensions to deliver the benefits.

A Selection of Marketing Drivers Clients:

- Vodafone
- BSkyB
- Ernst & Young
- WPP Group
- JWT
- RMG Connect
- Mercedes-Benz
- Braun
- 141 Worldwide
- FutureBrand
- BBDO

Founder & Director of Marketing Drivers – Debra Fisher

Debra founded Marketing Drivers (UK) in 2003 and is a Director of Marketing Drivers in the USA.

Debra is an outstanding senior marketing professional with expertise in project management and a talent and passion for delivering change through the development and alignment of people & practical processes.

Her marketing experience spans over 15 years. This has included working on both the Agency and Client side, working closely with company boards and business executives as well as consulting on large scale initiatives around Marketing Capability/Internal Alignment.

Consultant Network

- We have access to a wide range of marketing experts and specialists, who we organise in the right way to deliver the right solution to our clients.
- Where traditional consultancies are under pressure to use internal resource, our focus is on finding exactly the right people for the task at hand, for the time required.
- Furthermore, in the networked economy, some of the most talented people now work independently. Marketing Drivers harness such people and create a customised team to solve client problems.

Our Locations

Marketing Drivers is based in the USA (New Jersey) and the UK (London).

For more information on Marketing Drivers in the USA, please contact:

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www.marketingdrivers.net

> Marketing excellence delivered