

# ANN BOARDMAN MCIM, BA (Hons)

Tel: 07798 518906 Email: [ann.boardman@gmail.com](mailto:ann.boardman@gmail.com) Location: Watlington, Oxfordshire

---

## PROFILE

---

Experience of both UK and International Marketing; Building and managing marketing strategies and teams from scratch; Commercial understanding of the whole business; Excellent people management skills; Tenacity; Experience of working in multinational Groups; Being able to cover the complete marketing mix; Managing change within a business; Creativity – not just for Marketing but for business processes and procedures.

## SKILLS

---

- An experienced senior marketing professional with extensive skills in all areas of the traditional and digital marketing mix.
- Results driven – both team goals and individual KPI's.
- Understanding the functions of all aspects and departments of a company and how they should work together.
- Negotiation and liaison at a high managerial level both internally and externally; for international and UK based organisations.
- Strong planning, organisational, communication and project management skills.
- Excellent persuasive and 'soft skills' to get the best out of people.
- Good financial understanding with a strong commercial acumen.
- Experience of working in a multiple project, pressurised environment with strict deadlines.

## EMPLOYMENT

---

### HEAD OF MARKETING & PRODUCT MANAGEMENT April 2017 – October 2022

Saniflo Ltd. Manufacturer and distributor of Pumps, Macerators & Lifting Stations to B2B markets, Showering products to B2B and B2C markets.

- Working with the MD and our parent company in France to define and communicate the UK's Strategic Business Plan to all the necessary parties.
- A member of the Management Team for the UK to determine the direction for the UK Company.
- Formulation and implementation of the whole B2B & B2C marketing strategies for the UK business and bring the right business partners on board to help achieve this.
- Initiating and overseeing all elements of marketing for Saniflo including exhibitions, websites, digital campaigns, social media strategies, literature and branding.
- Developing new initiatives and processes to move the business forward in line with new markets and distribution channels.
- Manage change throughout the organisation – moving the culture from traditional to dynamic whilst maintaining effective working teams.
- Development and implementation of the Product Management function for the two brands of the business including category management, pricing, product lifecycles and new product training.
- Manage the personnel and budget resources of the Marketing and Product management department.
- Continuation of the marketing functions listed below as Marketing & Customer Services Manger, plus nominated DPO for GDPR purposes.

### Main achievement - to date

Introducing our business to a whole new niche market area. By listening to the sales team, developing an idea and then using different marketing methods to tackle that sector, it has opened up a new niche area of

business for both of our product sectors – lifting stations and shower cubicles. Initially only worth approx. £100K sales in first year but is increasing steadily and has huge potential.

### **MARKETING & CUSTOMER SERVICES MANAGER** August 2012 – April 2017

Saniflo Ltd. Manufacturer and distributor of Pumps, Macerators & Lifting Stations to B2B markets, Showering products to B2B and B2C markets.

- Evolution and implementation of a new corporate identity to re-position Saniflo in the marketplace.
- Introduction of a new digital marketing culture and strategy to the business, including SEO, Adwords, Social Media, digital lead generation.
- To initiate and implement successful lead generation campaigns to give target driven results that convert to real sales.
- Responsible for the daily running of the Customer Services departments of the business, incorporating a Sales Admin office and a Technical Call Centre.
- Development and implementation of the Product Management function for the two brands of the business.
- Customer liaison and problem solving at all levels.
- Building relationships with our international subsidiaries to assist them with marketing activities and to share new ideas between markets.
- A member of the Management Team for the UK to determine the direction for the UK Company.

#### **Main achievement**

Implementation of a new digital marketing culture and strategy to the business, introducing Saniflo to SEO, Adwords, Social Media, Digital Lead Generation. Over 40% conversion rate on leads generated for Kinedo showering brand.

### **HEAD OF MARKETING** September 2008 - August 2012

Croydex Ltd. Manufacturer and distributor of Bathroom Accessories to B2B and B2C markets.

- Organise all the marketing activities of the company for all distribution channels including traditional Trade Merchants and Distributors, Contracts and Specifications sectors, as well as retailers, grocery and DIY.
- Redevelopment and implementation of corporate identity and brand strategies.
- Responsibility for and management of, company marketing budgets.
- Replacing and building a new team of marketing people – including bringing graphics in-house.
- Work closely with Product Management and Trade Sales Teams to create bespoke customer sales campaigns.
- Supporting sales teams to manage major accounts e.g. national merchants.
- Responsibility for planning and implementation of exhibitions and trade customer shows.
- Formulation and development of new company web & digital strategy.
- Planning and implementation of annual product Catalogue & Price List.
- To lead initiatives and new ideas in merchandising and POS, promotions and direct mail from concept to implementation, retail & trade markets.
- Extensive knowledge of print processes, packaging of many types and marketing materials required to support customer own brands in the marketplace.
- Planning and implementation of the PR and Advertising programme.

#### **Main achievements**

Successful product introduction of 8 new ranges of bathroom accessories to the main DIY customer, including designing of packaging and POS. Resulted in £1/2 M uplift in sales through that sector in first year.

Instigating and launching of the first e-commerce website for Croydex to drive the business into a new area of sales.

## **GROUP MARKETING MANAGER (INTERNATIONAL)** June 2004 – April 2008

Damixa Group, Denmark. Manufacturing of brassware for over 50 countries Worldwide, both B2B and B2C.

- Responsible for realigning the Group Marketing Department, introducing new procedures and initiatives in many areas of corporate and product marketing.
- Responsible for building, leading, developing and guiding a young marketing team who were based over two sites, one in the UK, one in Denmark.
- Defining and communicating the Group International Marketing Plan and ensuring its successful implementation across over 30 countries and markets.
- Evolution and implementation of corporate identity over all Damixa sites and through all distributors and agents worldwide.
- Part of the Product Management & Marketing team to make decisions on products and ranges for the future. Work seamlessly alongside Product Development Team in Denmark.
- Responsibility for and management of, all marketing budgets over the Damixa group of companies.
- Organisation and management of an annual Literature Plan to cover all core languages and markets and to ensure corporate brand guidelines were adhered to.
- Management of an annual Exhibitions Plan for over 20 exhibitions worldwide, whilst also being responsible for the Exhibitions Build Team.
- Development of the company web strategy and new website complete with language translations.
- Driving forward a new initiative to bring a Product & Marketing Data Portal to the group to enable product information and marketing data to be shared.
- Travel extensively to actively support the country Sales Managers to provide effective presentations and sales pitches to customers worldwide.

### **Main achievement**

Instigating and then driving forward a new initiative to bring a Product & Marketing Data Portal to the group to enable product information and marketing data to be shared across 18 countries. The portal then allowed Damixa to produce artwork for the product catalogues in all countries in a quick, easy and consistent fashion and save budget for each country. A major evolution at that time.

## **MARKETING MANAGER** April 1997 – June 2004

NewTeam Limited. UK manufacturer of showers and shower accessories. Main supplier to British Gas, B&Q, National Trade Merchants and retail.

- Development of corporate identity and brand strategies which included product range planning for 3 main in-house brands.
- Responsibility for and management of all marketing budgets.
- Complete management and organisation of major trade fairs and exhibitions – UK & Overseas.
- Formulation and development of the company web strategy.
- Market research for new product areas and assisting with development of key features for new products. Member of the New Product Development Team.
- Planning and implementation of 5 major new product range launches over a 3-year period.
- Copywriting of technical and sales literature, direct mail materials and press releases.
- Direction of graphic design, photography and corporate identity.
- To lead initiatives and new ideas in merchandising and POS, from concept to implementation, UK & Overseas.
- Supervision of the Trade PR and Advertising programme.

### **Main achievement**

Complete redesign of packaging for shower accessories for the DIY market. The innovative packaging was led by 'what does a customer really need to see and feel' to buy the product. Packaging rolled out to over 300 stores and resulted in a 14-fold increase in sales in a 3 month period.

## **EARLIER POSITIONS:**

**Business Development & Marketing Officer** – Derwentside District Council, August 1994 - April 1997

**Business Centre Manager** – Derwentside District Council, December 1991 – August 1994

**Market Information Officer** – Derwentside District Council, July 1989 – December 1991

**Marketing Executive** – MARI Advanced Microelectronics, August 1988 – July 1989

## **EDUCATION**

---

UNIVERSITY OF TEESSIDE (formerly Teesside Polytechnic), Middlesbrough Cleveland 1983 – 1988

**BA (Hons) Business Studies, specialising in Marketing.**

BSc Mathematical Studies (first year only).

MOULSHAM HIGH SCHOOL, Chelmsford, Essex 1976 – 1983

2 GCE 'A' Levels, 1 GCE 'O/A' Level, 9 GCE 'O' Levels

## **PROFESSIONAL QUALIFICATIONS**

---

Chartered Institute of Marketing Diploma – 1988

Certified Diploma in Accounting and Finance – 1992

**References can be provided on request.**