

# ***Deborah Maria Collier - "Half Geek Half Human"***

**Location: Windsor, Berkshire**

Case Studies, Press, Books, Testimonials: [www.deborahcollier.com](http://www.deborahcollier.com)

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## **OVERVIEW**

A highly skilled and experienced strategic, creative and problem-solving hybrid senior executive. A well-respected technical, marketing and commercial leader with an extensive high-quality C-Suite and Director level client and supplier network, and a career history at both large global organizations, as well as Start-ups & SMEs. Listed in Richtopia's 'Top 100 Most Influential Chief Marketing Officers', a broadcast presenter / public speaker / Executive Producer and Non-Executive Director for a Government Funded Community Interest Company.

As the President and founder of a leading e-business and marketing certification company, Deborah's insights and methodologies for e-business, e-commerce, digital, marketing and advertising planning are used by directors and managers at well-known government and commercial organizations around the globe.

## **KEY SKILLS**

- ❑ Business Strategy and Leadership
- ❑ Business Development – Strategic Sales & Marketing
- ❑ Team Leadership and Development
- ❑ E-Business & E-Commerce Strategic Planning
- ❑ E-Commerce Implementation & Management
- ❑ Digital Transformation, Technology, Brand and Multi-Channel Marketing & Advertising Strategy
- ❑ Brand, Product Development & Licensing
- ❑ Content Strategy and Online Customer Engagement
- ❑ Business Information Systems (Various)
- ❑ Development of Business and Technical Requirements (Agile, Bespoke, Off-Shelf)
- ❑ B2C, B2B and B2G/Partnership Marketing
- ❑ CRM and Business Development
- ❑ Hands-on PR, Marketing & Digital Advertising
- ❑ Presentation, Negotiation, Sales Skills

## **EMPLOYMENT HISTORY (Visit [DeborahCollier.com](http://DeborahCollier.com) for other current engagements)**

### **THE CERTIFICATE IN ONLINE BUSINESS**

**April 2016 - Present**

#### **PRESIDENT & CHIEF INFORMATION & MARKETING OFFICER**

The Certificate in Online Business is a global educational provider and certification authority, developing high-impacting training programs that enable organisations to be successful at digital business. A company with a net value of £2.5 million, it partners with several leading educational and government institutions around the globe, including the British Council. C-Suite, Director and management staff from the likes of P&G, Hutchison 3G (Three), Mars, L'Oreal, Ernst & Young, South African Post Office, Zain Telecom, Delta Airlines, Croatian Airlines, Dune, Oman Government, AXA, House of Fraser and more take COB certification e-learning and classroom programs (Digital business, digital transformation, digital marketing, e-commerce). As both leader of the company, and CMIO, I have led digital productization (e-learning subscription), distribution, licensing, partnerships, marketing and advertising strategy, as well as investor acquisition planning.

- Entire business strategy, structure and leadership of the company
- Leading digital productization (e-learning subscription), distribution, licensing, partnerships, marketing, content and advertising strategy, technology, e-commerce planning and implementation
- Investor acquisition planning and funding campaigns

#### **Key Achievements**

- Brand creation and technical development of series of industry-recognized management certifications in E-Business, e-commerce and digital marketing
- Digitization of classroom courses overseeing e-learning implementation to include identify verification, fraud and IP protection processes and technologies.
- Gained interest from a US group of 50 companies, to buy a major stake in the company, once a targeted sales history is achieved

- Established a network of Universities and professional institutes around the globe to invigilate the COB (Certificate in Online Business) exams.

## ECHO E-BUSINESS GLOBAL GROUP

May 2007 – May 2016

A group of boutique SMEs in the consulting, professional services, education and publishing sectors, which Deborah grew from ground zero to a NET Value £1Million. (Case studies: Visit [deborahcollier.com](http://deborahcollier.com))

### CHIEF EXECUTIVE & MARKETING OFFICER - 2012 - 2016

Echo E-Business was a boutique E-Business and marketing consultancy, specialising in strategic planning, advice and training, servicing blue-chip clients, as well as SMEs around the globe. It had a subsidiary publishing company called Learn E-Business which offered e-learning and content subscriptions.

- Entire strategic planning and operational oversight of the group of companies
- Marketing strategy & entire responsibility for business development acquiring SME and blue-chip clients such as **Procter & Gamble, Three, Ernst & Young, Seagate, John Lewis, House of Fraser, Schneider Electric, Kenwood, Omani Government, Croatia Airlines, Royal Canin (Mars), Chapman Entertainment, Warner, Thales-Raytheon, Oman and Scottish Governments, The Dune Group, Brady Corporation, Saudi Stock Exchange, South African Post Office, Zain Telecom, international airlines, hotels, global and national banks, and more**
- Successfully completed corporate restructure to boost financial investment
- Development and evolution of business, E-Business, online selling, content and marketing strategy for the pilot of an online network and e-learning subscription web site of 100,000+ business members (IT, E-Commerce and Marketing Leaders and their teams, as well as startups)
- Oversight of systems, online network, subscriptions, e-commerce, revenue, marketing, content, team & suppliers
- Business planning and presentation to securing finance from two banks during the recession to support project initiatives

### Earlier role: CHIEF STRATEGIST/MARKETING/E-COMMERCE/MANAGING DIRECTOR – 2009 - 2012

Echo E-Business:

- Developed a Multi-Channel Merchandising Program for John Lewis, which contributed (as part of a wider strategy), to a £60.6 million increase in online sales.
- Developed numerous e-business, content, advertising and marketing strategies, including an advertising strategy for a well-known mobile phone company with £5million budget - Achieving over 200,000 handsets sales and subsequent associated service and download sales.
- E-Commerce strategy, implementation and oversight – Classroom course, event and session bookings
- Online acquisition of large international clients with limited budget through optimized spend, and e-commerce
- Gained agreement from CTO/Director level leaders to participate in a white paper with PriceWaterhouseCoopers, John Lewis, J.P. Morgan, Cancer Research UK, SecondLife.com, in which I contributed future predictions for E-Business on behalf of our company (Featured in the media e.g. Telegraph)
- Development and marketing of COB brand and bespoke courses for marketing, content strategy & customer experience, e-commerce and E-Business leaders (Manager/Director level), and executives to drive sales and optimize ROI
- Co-ordinated team of trainers to deliver high-quality digital marketing, digital business, digital transformation, strategic and e-commerce training, as part of a relationship building, cross-sell and up-sell strategy
- Strategic and technical development leadership of an online community of over 100,000 members, product and service development and positioning to attract major educational partners and investment
- Developed and nurtured a newsletter mailing list of over 200,000 subscribers through content-led marketing over a 7-year period, SEO, PPC, banner advertising, social media, PR, affiliate marketing, web writing, marketing collateral production and oversight, other advertising.

Learn E-Business Publishing:

- Identified revenue generating opportunities - events, content, products, subscriptions and advertising

- ❑ Content strategy, media productization and monetization – e.g. Internet Startups Course
- ❑ Sourced and contributed to website, subscription and product content
- ❑ Developed entire digital/online strategy and managed production of web site (significant hands-on input)

## MADAM MUSIC

Sept 2004 – May 2007

A small music business gaining revenue from record label (music sales), music portal advertising revenue and branded fashion product range.

### DIRECTOR - ONLINE, PRODUCTS AND MARKETING (Case studies: Visit [deborahcollier.com](http://deborahcollier.com))

- ❑ **E-Business Initiatives** - Developed a number of e-business initiatives including the resale of an ethical and legal viral music download sharing service [downloadandshare.com](http://downloadandshare.com)
- ❑ **Brand Development & E-Commerce Business**- Developed the madam music brand and [madammusic.com](http://madammusic.com) music portal with advertising, clothing and music download revenue – E-Commerce store accepting online and mobile payments (102,000 visitors month 4 using social media, PR and networking; Awarded 24/25 for Branding by New Media Age Magazine)
- ❑ **Marketing/Press/PR and Content** - Reviewed albums, wrote stories and interviewed music celebrities for the music portal – Coordinated small in-house marketing and admin team, as well as suppliers
- ❑ **Music Label** - Founded and developed a record label promoting label artist:
  - Acquired Digital and Physical distribution
  - Gained sponsorship from Mazda, London College of Fashion and smaller businesses
  - BBC Radio Coverage, Video aired at Fitness First, Tony & Guy, 400 UK Bars and Clubs
  - Album won a place on British Phonographic Industry (BPI)s British at Midem CD

## PRICEWATERHOUSECOOPERS

Sept 2002 – Sept 2004

### CLIENT RELATIONSHIP MANAGER – Web Management Services (Case studies: Visit [deborahcollier.com](http://deborahcollier.com))

- **Strategy, Planning and Consultancy** - Helped clients (marketing directors and senior partners) to understand and identify business needs and opportunities provided by intra, extra, Internet and related new media technologies, helping develop marketing and online strategy.
- **Business Analysis** -Advised the client teams on strategies and tactical requirements to satisfy their business objectives – includes marketing, metrics and content strategy as well as technology; acted as liaison between technical and business teams.
- **Project Work stream Leader** - Variety of high-profile projects with Senior Stakeholders
- **Education and Advice**, content management system, design, branding and risk management guidelines (e.g. 30,000 page site of c. 800 contributors globally).
- **Requirements Gathering and Formulation** for business information system, business processes and policies (e.g. Portal, Content Management System, Helpdesk, Web Infrastructure, Metrics, E-risk Management)

## ETERNALISE CONSULTING

Jan 2001 – Sept 2002

### DIRECTOR – team of 5 contractors

- IT, E-commerce Consultancy, Web Merchandiser/Store Manager Training
- Project, Supplier, Partner and Team Management – IT, E-Commerce, Web and Marketing Projects
- Partnered with Actinic, Netbanx and SecureTrading
- Developed the world's first e-commerce enabled online art gallery

## MSC IN BUSINESS INFORMATION SYSTEMS April 2000 - Oct 2001 – see education/qualifications

## OTHER EMPLOYMENT – Junior Career

Sept 1991– April 2000

- ❑ Sept 1995 – April 2000– My IT Career (including e-treasury installation, configuration and client training. Chase Manhattan Bank, Fidelity Investments, Fujitsu ICL for MOD)

- Sept 1991 – 1995 – Contract marketing assistant, admin, helpdesk and PA roles at BT, Sainsbury's, Westminster City Council, 2 recruitment companies, a property company and a publisher.

## EDUCATION AND CERTIFICATION

**M.Sc. Business Information Systems (IT Management/Business hybrid masters degree)** - Royal Holloway University of London, (As mature student in September 2000-October 2001)

❖ **Dissertation: 'How to Manage a Successful E-Business Project' – Distinction**

**Secondary School:** Bexley Grammar School, UK, 1984-1991: 2 A levels and 8 G.C.S.E.s, RSA Economics Distinction

**Professional training:** Management development program, presentation and vocal skills, influencing, negotiation and sales. c.14-years' experience delivering digital marketing, e-commerce training and certifications to leading organizations. (COB Certified Digital Marketing Manager, E-Business Manager, E-Commerce Manager Series)

**Early Career Qualifications:** Prince II Registered Practitioner, CIW Professional Site Designer and Microsoft Certified Professional

## FOREIGN LANGUAGES

- **French**– Fluent/Advanced Written and Spoken, **Greek, Italian, German, Russian** - Very Basic

## PERSONAL INTERESTS

Art and design, tech gadgets & future tech, music, film, travel, backgammon, science, philosophy, writing, fashion, scuba diving, the outdoors (hiking), animals, socializing and good food.

## MEMBERSHIPS

I took and passed the MENSA exam for fun, but am undecided as to whether joining is relevant to me