

## Sample Training Courses Testimonials Deborah Collier 2007 - 2014



A small selection of the professionals Deborah has trained around the globe

## Sample Testimonials from Europe

"The Certified E-Commerce Manager course covered all the different aspects of ecommerce. I really enjoyed it and would definitely recommend it to anyone in the ecommerce field". **Mhairi McKenzie, E-Commerce Co-ordinator, The Dune Group**



**Dune**

"The content strategy course was incredibly useful. The course and trainer have made me even more enthusiastic about my role", **Mhairi McKenzie, E-Commerce Co-ordinator, The Dune Group**

"Very insightful and interesting trainer " Samantha McCreight, **E-Commerce site administrator, The Dune Group**



"Thanks for your help and support. I've been able to begin restructuring things on this end. I found the course so beneficial... Everything I learned the E-Commerce Management Course was current and appropriate to my day-to-day work. The course challenged me to think outside my normal thought process and apply what I had learned to other businesses outside of my expertise.", **Melanie Newell - Assistant Merchandiser, House of Fraser**



"The COB Certified E-Commerce Manager program delivers a full overview of all aspects that must be considered for e-commerce. It is based on case studies, web demos and workbooks to get the fundamentals. Deborah Collier and her team are in addition highly customer care oriented making their in-class training really pleasant" **Charly Lupart, Marketing Director, Schneider Electric Europe and China**



"The trainer really brings 'talks that walk' with useful and actionable insights. Being an active listener the course was interactive and creative, which helps to participate and remember things. I encourage anyone, from beginners to experts, to attend Deborah's courses. It refreshed my memory on risk management, legal aspects of ecommerce and also key site design and ergonomics how to". **Christophe Ferrasse, Global E-Business Leader, Royal Canin - A Mars Company**



"I would recommend the course for someone who is looking for a complete high-level view of E-Commerce, the course content is extensive within the 5 days so it will equip you well for the future, whether it be your own business or in your workplace..." **Chris Chapman - Online Commercial Performance Manager, Hutchison 3G**



**KENWOOD**

"Overall I found the COB Certified E-Commerce Manager Course to be very useful to me and the two other members of my team who attended with me.." **Jacqueline Harper - Head of Online Commercial Performance and Planning**

"Your course highlighted important areas we have overlooked", **Shelley Rosenberg, Internet Marketing Manager, Kenwood** (regarding a one day e-business and marketing course)



**John Lewis**

"Your course gave me a good understanding of e-commerce and e-business management. It was well-presented and relaxed - which was great" - **Renata Randawa, Web Merchandiser, John Lewis** (regarding a one day e-business and marketing course)



"I attended the COB Certified eCommerce Manager course in April 2014, trained by Deborah. I have found her to be very knowledgeable on the subject matter and great at delivering the concepts through an interactive and enjoyable classroom course combining theory, case studies and practical exercises. The week-long training was an enjoyable and very informative experience which I would highly recommend to anyone who works in the field of eCommerce". **Elisa Pogliano, E-Commerce Leader Procter & Gamble UK & Ireland**



"I would recommend the 5-day E-Commerce Management Course. A good practical hands-on course. The trainer was very personable and experienced." **Mary DuPont--Mardinier, Vice-President Business Development, Thales-Raytheon, France**



"The 5-day E-Business Management Course is a good mix of theory, real life examples and exercises. Even more you also get the opportunity to work on your own project with instant feedback. During the program you really feel Deborah's passion and experience. Back at Brady I was able to implement quick wins, and prepare structural changes. Overall I would definitely recommend to work with Deborah - **Mathias Deleu, European CRM & eCommerce Manager, Brady Corporation**



"The overall experience was great" - **Tomislav Tepeš - Airline Information Systems Manager, Croatia Airlines** (regarding the COB Certified E-Business Manager Course)



"I highly recommend the content strategy course. It was very interesting and informative. The hands-on exercises were particularly useful.", **Emma Bishop, Product Manager, Skype**



"I really liked your content cookery training. It was very informative. I loved the case studies and could really relate to the examples you used" - **Carolina Chin, Wealth Management, Royal Bank of Canada**



warner | music | group

"The content strategy course was flexible to cater to the individuals needs of each attending. The trainer was very engaging and personable", **Alex Burford, Content Manager, Warner Brothers**



"Your content cookery seminar was very insightful. We have now started implementing those ideas in our web site " - **Femi Ojemuyiwa, IT Web Manager Maidstone Borough Council**



"The content strategy course was a really great day and there were lots of great tips and ideas to take away... it gave me a wealth of ideas for future projects. I would also recommend the live online training service that Deborah provides.", **Chloe Grant, Brand Manager, Chapman Entertainment**



"The e-commerce and marketing course was very good - amazing in-depth knowledge of the trainer. It gave me a very thorough and broad learning experience for e-commerce" - **Sarah Baptiste, Director of Sales - 5\*Landmark Hotel, London**



"Your tailored marketing program has enabled us to formulate a digital marketing strategy. We have taken away a lot of practical actions and strategy to drive our e-commerce forward". **Ed Webb, Chairman Webbs Garden Centres and webbsdirect.com**



## Sample Testimonials from the Middle East & Africa



"I was astonished by how much I learned during the eBusiness Management Course. Excellent content and delivery. It was enlightening and totally professional. It was very fruitful to my work and helped me to establish a professional e-business presence for Saudi Post. " *(Regarding the COB Certified E-Business Manager Course)*

"Extensive learning by expert instructor with friendly colleagues. I learned a lot and enjoyed my time". *(Regarding the COB Certified E-Commerce Manager Course)*

**Waheed BuSaeed, then E-Business Dept Director, Saudi Post who attended both programs**

### More for the COB Certified E-Business Manager Program:-



"The training was excellent, well-planned and prepared" **Mohammed Al-Rawahi, Infrastructure and E-Services, ITA Government of Oman**

" the course was very useful, enriching and gave me many new ideas and discovered new concepts, I come purely from an e-Payment Systems background, and this course assisted me alot to understand the requirements of our merchants and how to best assist them." **Muhanna Baqer, Director E-Payments, ITA Government of Oman**



"The E-Business Management Program was excellent. The e-commerce day was very intensive and expanded my thinking. I am looking forward to more training with Echo E-Business" - **Deemah AlYahya - E-Business & Services Manager - Saudi Stock Exchange**

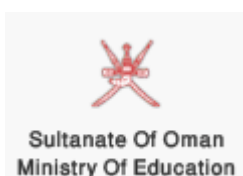


"Thank you for all your help with the e-business manager course, This class was definitely very beneficial because of its hands-on approach". **Alaa Alsafeh, Information Systems Manager, Jeddah Chamber of Commerce**



"The Certified E-Business Manager Program is a fruitful course containing a mix of theory and practical exercises. Experienced instructor, very informative material, hands-on exercises, techniques and knowledge-sharing. I especially liked the e-commerce and web content strategy days" - **Osama Hamatto, E-Sales and Distribution Manager - Zain Telecom**

### For the COB Certified Digital Marketing Manager Program:-



"I will strongly recommend anyone who would like to improve his/her skills in planning for digital marketing to attend the course because they will get step by step learning of the process and strategies. It will definitely add new skills to them". **Naema Alibimani, Portal Marketing team Oman Ministry of Education**

**(Course led by Deborah alongside her social media/PPC trainer)**

### For the COB Certified E-Commerce Manager Program:-



"The trainer pays close attention to what you say during training sessions and tries to capture the essence of your requests. She also makes sure that training reflects value to your website.", **Fahad AlBridi, e-Mall IT Director, Saudi Post**

# In-House COB Certified E-Business Manager Program

## South African Post Office



The South African Post Office commissioned an in-house course, for delivery to their new e-business leadership team.

Here's some of the feedback received:-



"I would certainly recommend the COB Certified E-Business Manager Program. I think it establishes a wide base of competency and understanding across a number of key issues relevant to E-Business and hands E-Business managers the keys to successfully deploy, and manage a successful online business.

I found the course insightful and very relevant. Presentations were engaging and thought provoking, and the engaging style of content delivery promoted understanding. Above all, I experienced the content as current and in line with times through the use of pertinent real world examples, which is critical in this business sphere.

The course promotes an understanding of the critical elements of, which speaks to my role in the organisation. Further to this, it underlines the importance of E-Risk management and factors to mitigate, which is valuable and applicable to many facets of our business."

**Albert Olivier, Acting Senior Manager E-Business Operations**

"The experience I had of the COB Certified E-Business Manager Program was remarkable, and very fulfilling. Being introduced to the world of E-Business was worth the investment. The e-business strategy and planning elements were particularly interesting, as it required a shift in mind-set from the traditional strategy management planning. I recommend this course, as it not only taps into the commerce element, but also on how efficiency can be achieved through automation".



**Portia Matsena, Acting General Manager Commercial, South African Post Office**

## In-House COB Certified E-Commerce Manager Program – Three (Hutchison 3G)



Telecoms Company Hutchison 3G, otherwise known as 3, held the COB Certified E-Commerce Manager Program for three of managers in their online commercial performance and client retention team. The team members who had come from a solid traditional sales backgrounds, were fairly new to online. The e-commerce management program, helped to solidify their knowledge, fill in the gaps and support them in their daily role.

Hutchisons business location in the UK made it possible for us to break down the 5-day program, into slots over a number of weeks. This enabled personal and professional development with minimal impact on work related deadlines and activities.

Here's some of the feedback received:-



"Overall I found the COB Certified E-Commerce Manager Program to be very useful to me and the two other members of my team who attended with me. We actually completed the course over a number of weeks doing a couple of days at a time. It worked very well and allowed us to balance business requirements with personal development. The act of learning together also helped to bond the team and give us a common set of tools to use in our day to day work. Our trainer, Deborah, had a friendly approachable style that lended itself well to the culture we have here at Three.

The subjects that were particularly valuable were webpage architecture and metadata writing. This allowed us to apply theory to some working practices we had established on

gut feel, giving us the tool to sell our work throughout the business and push back effectively on requests that do not deliver a good customer experience or compromise SEO".

**Jacqueline Harper - Head of Online Commercial Performance and Planning (Now Director Online)**

"The elements of the course I found most valuable were the digital marketing sections (included Google ad writing and finding out how easy it is to set up an ad), and the sections on SEO and meta data writing. I enjoyed these because it was all new to me and now having that knowledge, it equips me to respond to question and queries, and push back on requests that before I would not have been in a position to reject with confidence.

I would recommend the course for someone who is looking for a complete high-level view of E-Commerce, the course content is extensive within the 5 days so it will equip you well for the future, whether it be your own business or in your workplace.

Deborah was a very friendly and enjoyable person to work with, her teaching approach was engaging."



**Chris Chapman - Online Commercial Performance Manager**

(Please note, that given the 2007 – 2014 period, delegates job title and employers may have changed since delivering their testimonials. Some of these testimonials as well as others have been placed by delegates on Deborah's LinkedIn profile)

This document is provided by Deborah Collier at her web site  
[www.deborahcollier.com](http://www.deborahcollier.com)

If you are interested in organising one of these courses at your offices,  
Deborah's team at The Certificate in Online Business will be happy to help

[www.cobcertified.com](http://www.cobcertified.com)