

# Angus Jenkinson

Chairman Stepping Stones Consultancy Ltd

Professor of Integrated Marketing

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*at the heart*  
**STEPPING STONES**  
*of change*



**Centre for  
Integrated  
Marketing**

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**Summary**  
**Chairman and founder of Stepping Stones Consultancy Ltd.**

**Professor of Integrated Marketing.**

Angus develops and implements insights that create value. He is a highly creative market/customer researcher, strategist, change agent and practical project manager/consultant. He founded Stepping Stones Consultancy in 1991 after an outstanding career in technology and marketing. Now also a professor and world-class authority in Integrated Marketing, leading the Centre for Integrated Marketing, he is also a deeply experienced market researcher, CRM practitioner and planner. As a thought-leader, his innovations, such as 'touchpoints', customer pen portraits and integrated planning have over 20 years become the bedrock of best practice today.

He has worked with dozens of blue-chip firms internationally, across many categories, leading an incredibly diverse range of strategic projects based on his extraordinarily broad practical expertise in integration; vision/strategy and business development; brand/identity development; CRM technology design and optimisation; customer research and insights, including qualitative /quantitative methods, analytics and statistics; culture change; process improvement and lean; brand and integrated/media neutral communication planning/evaluation; sales and leadership development. In addition to client transformation projects, he has also led major 'academic' research programmes working with senior marketers to develop breakthrough marketing and communication insights or observe best practice.

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**2001-**  
**2002-2005: 60%**  
**of time**  
**Now: variable**

**Director/professor of the Centre for Integrated Marketing, University of Bedfordshire (formerly Luton Business School).**

[www.IntegratedMarketing.org.uk](http://www.IntegratedMarketing.org.uk) and [www.OpenPlanning.org](http://www.OpenPlanning.org)  
Integrated Marketing uses a range of competencies to dissolve the gaps across the company and its communications so that it operates as a whole, dynamic brand. These include leadership, strategy, communication planning, CRM and knowledge management, lean/quality processes, and brand management. Focused on the top 500 advertisers and their agencies, the Centre for Integrated Marketing uses robust techniques to develop innovative and practical methods and strategic tools. The Centre undertakes funded projects with commercial standards of ROI, practicality and innovation, with academic rigour. The Centre and Jenkinson have won praise:

*The work the Centre has done, and continues to do, should be of relevance to every Marketer.*

—Andrew Molle, Marketing Director, Specsavers

*The Centre for Integrated Marketing has quickly built a reputation for the finest research and evaluation in an exciting and important field.*

—John Grounds, Director of Communications, NSPCC

*Truly Integrated Marketing is the holy grail for the marketer. The Centre for Integrated Marketing provides a path to achieve it with a facility unrivalled in the UK.*

—Colin Green, Marketing Director, Land Rover UK

Led by Angus, it has researched over 30 leading including: AA, AOL, British Gas, EURO RSCG, Ford StreetKa, Harley Davidson, i2, IBM, IDM, Lloyds TSB, Lush, Ogilvy, Royal Bank of Scotland, The National Trust, Sainsbury's, SEEBOARD Energy, Specsavers, and WRC. A major project with a group of some 20 senior marketers sponsored by the CIM developed best practice methods and tools for integrated media neutral planning and evaluation. A project with 200 UK brands developed the world's leading Integrated Marketing benchmark audit and key improvement planner.

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Angus also developed (and owns or co-owns) the IP in all the Centre's tools. These include: 18-STEPS, a process and strategy toolkit for the implementation of integrated marketing; Open Planning, the leading solution-neutral integrated communications planning method; CODAR®, a universal communication planning tool; ID, an Integrated Marketing diagnostic and development tool, with a 200-brand UK benchmark database; TOUCHPOINTS, a customer research instrument that identifies the business effect of service and business improvement; and Stellar®, a strategic alignment tool developed in collaboration with Corpus Angeli.

Prof Jenkinson and the Centre were profiled in the March 2004 CIM magazine, *marketing business*.

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2003-  
KB49 director

Angus is NED of this integrated agency and also provides strategic planning for major accounts.

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1991 –  
Founder & CEO:  
Stepping Stones  
Consultancy Ltd

Stepping Stones Consultancy Ltd radically improves marketing efficiency and effectiveness. It provides cutting edge research to give powerful customer/market insights and then co-develops strategy and execution. It also audits internal practices and recommends simple ways to achieve superior performance. Examples include:

*Brand Identity research/launch:* Black n' Red; Intermediate Capital Group plc; National Trust; Masterfoods brand; Nokia; Olympus; Positive Food Company; Sugarshaker; WWF pan-European project

*CRM implementation:* Amdahl; Eagle Star; Ford Norway; IBM; Inmac Worldwide; Lombard Bank; Lloyds TSB; Microsoft UK; Nissan; Portland Holidays; Thomson Holidays; Toyota Europe; Vodafone

*Customer research/insights:* Castleoak; Eagle Star; ICG; Novartis Consumer Health (10 countries); Olympus; Pitney Bowes, Roche

*Customer insight competence:* HP Europe/Asia, OgilvyOne worldwide

*Lean Customer processes:* Equifax; Olympus UK; OgilvyOne worldwide; Toyota

*IMC/360° communications/Media neutral planning/Open Planning:* Barclays Private Bank; Hedra/NPfiT; IBM Business Consulting Services, EMEA; J Dickinson; MediaEdge: CIA; MindShare; Mercedes Europe; NHS/CSC Alliance, NSPCC; OgilvyOne worldwide; Royal Mail; Thomson Holidays,

*Integrated Marketing strategy/implementation/communication:* AT&T, Europe; DunnHumby; Equifax; GE Capital Woodchester; IBM PC Home division, USA; IPPF; Mercier Grey; Novartis Consumer Health, Europe; OgilvyOne worldwide; Portland Direct; Thomson Holidays; Travelbag

*Knowledge architect, 360° marketing:* OgilvyOne worldwide, 1991-2001 (Global knowledge manager, 1995-2000)

*Marketing audits:* Eagle Star; IBM Worldwide; Lloyds TSB; Schoenmaker, Brazil; Toyota; WPP plc subsidiaries; and CFIM projects with dozens of firms

*Web/digital design and marketing:* Intermediate Capital Group; CFIM/Open Planning

*Leadership/coaching/team development:* British Rail; DecDirect, EDS, IBM Business Consulting, HP Europe/Asia; ING Group, Novartis, NPI, Royal Mail; Royal Sun Alliance Asia, SAS Institute; Scope Communications; Sparkasse Bank; Thomson Holidays; Weber Shandwick

Further information at: <http://www.stepping-stones.org/casesWork.html>

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Business and  
Marketing  
consultancy

[www.stepping-stones.org](http://www.stepping-stones.org)

<p>1986-91 Managing Director &amp; Deputy Chairman, The Computing Group Ltd</p>	<p>Converted small loss-making computing team into category leader in information services for marketing (database marketing and CRM) and IBM's #1 business partner in the category within 2 years, heading direct marketing industry growth rates (at a time of high growth) for five years while achieving 25% per annum productivity improvements. Innovations in strategy, technology, pricing and account management defined new industry practices. Absorbed two financially troubled Group acquisitions, subsequently exceeding profits of parent.</p>
<p>1983-86 Marketing &amp; Sales Director/ Divisional Head, JBA International</p>	<p>Category market leader in integrated software business solutions, with over twice the market share of the #2. Responsible for national marketing. Set up a major new division, which contributed over 50% of revenue and profits, managing 90+ software development professionals in projects implementing specialist integrated business systems in dozens of blue-chip firms. Expertise in manufacturing, finance, retail and distribution systems; project management and IT implementation</p>
<p>1978-83 IBM UK</p>	<p>Marketing sales representative, General Systems Division, including one year's business, marketing, sales and systems training. Recognised for special performance.</p>
<p>Personal details</p>	<p>Born in Zimbabwe 1950. St Catherine's College, MA, Oxford University; CertEd Heriot-Watt University; continuous professional development. Associate of the Royal Photographic Society: Angus is an award winning and exhibited photographer, see <a href="http://www.angusjenkinson.info">www.angusjenkinson.info</a> Married (31 years) with 3 adult children</p>
<p>Affiliations/</p>	<p>Visiting Professor, CHN University of Professional Education, Leeuwarden, NL MICA, Ahmedabad, India Founding Fellow, Institute of Direct Marketing. Former Chair of the Management Best Practices Board. Fellow Chartered Institute of Marketing, Chartered Marketer. Fellow of the Royal Society for Arts in Commerce (RSA) Director, Weleda UK Ltd, 2002-5 and Director KB49 Ltd since 2003 Associate Sophron Partners Former Executive Group member (2001-2004), Association for Social Development (ASD), the international network of anthroposophic consultants Editorial Board, Journal of Database Marketing &amp; Customer Strategy Management Former member of the Institute of Project Managers Trustee and former trustee of various charities.</p>
<p>Publications</p>	<p><i>Valuing Your Customers</i>: McGraw Hill, 1995 <i>From Stress to Serenity: Gaining strength in the trials of life</i>, Sophia Books, 2003. <i>Integrated Marketing: a new vision</i>, in Marketing Mind Prints edited by Professor Phil Kitchen, spring 2004 Hundreds of papers, presentations and articles on leadership, Integrated Marketing, CRM and database marketing, Open Planning (and media neutral planning), organisation development, facilitation and change management.</p>
<p>Support skills consistent with a highly intelligent and experienced leader</p>	<p>Numerous and diverse, from people management to brand, marketing and organisation management, including: selling/pitching, brand and business strategy, systems design, media-neutral, integrated communication planning, brand strategy and research design, CRM design and management, change and project management, process and tool development, conflict resolution/relational communication, meeting and team facilitation, managing,</p>

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coaching and leading.

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