



### Director of Business Development and Marketing

[rachel.smith@cripps.co.uk](mailto:rachel.smith@cripps.co.uk)

[+44 \(0\)1892 506 315](tel:+441892506315)

**As a partner and member of the strategy board, I have overall responsibility for brand, marketing, communications, new business and client development.**

I have over 20 years' experience in professional services marketing. At Cripps I am in charge of raising the strategic and creative quality of our marketing and business development output, so that it makes a positive difference to both our business and to you, our clients. I enjoy developing high performing teams and use the insights I gain from our clients to inform Cripps' strategy, driving change and allowing us to continually improve our business.

### Areas of expertise:

- Strategic planning
- Brand
- Marketing and communications
- Business development

### Qualifications and memberships

- Professional Services Marketing Group (PSMG)

If I'm unavailable, please contact:

### Megan Russell

PA/BD & Marketing Administrator

[+44 \(0\)1892 506 096](tel:+441892506096)



[megan.russell@cripps.co.uk](mailto:megan.russell@cripps.co.uk)