

Iain Lovatt

CEO at Blue Sheep LLP

Cheltenham, Gloucestershire, GB

Marketer obsessed with delivering actionable customer insight for clients

Biography

Iain has been working within the marketing industry for many years and in particular the provision of 'actionable customer insight' and marketing services. Iain has brought great energy to both his own business (Blue Sheep) and the industry (DMA and IDM) by injecting his personal flair and enthusiasm. Iain is passionate about delivering actionable customer insight for clients and the need to continually evolve it to address clients' requirements to deliver real competitive advantage and enhanced business performance. This has driven him to question and challenge how the marketing industry should operate, its evolution and how best it should serve the business fraternity for the long term. The current vogue for 'economy of scale' direct marketing must be replaced with the original 'one to one' marketing if the industry is to continue to grow and develop. Often controversial and regularly thought provoking, Iain's view points and frequent bold decisions are the result of lateral thinking and a desire to carve out a niche as a specialist operator. The establishment of Blue Sheep, and the building of The UK Business Universe®, are examples of Iain's foresight in identifying a need for greater choice, accuracy and completeness of data and providing the basis from which to deliver his vision of client-focused business intelligence services. The Money Map, now being used by clients to deliver 'More response, More Sales and More profits from less marketing spend' is another example of this foresight. Iain took the decision to create, develop and bring to market new ideas for enhancing data's usefulness and appropriateness by applying business analytics and modelling techniques. This belief, and the confidence to follow a new path, has resulted in the development of many new ground-breaking products and services. His achievements and single-minded determination have earned him the respect of his competitors and clients.

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Direct Marketing, Information Technology and Services

Areas of Expertise

Data Analysis, Databases, Customer Insight

Affiliations

Member of the British Standards Institute steering group on 'Environmentally Sustainable Development in Direct Marketing', DMA Data Council, Chair IDM Data Council

Sample Talks

Money Mapping

How do you equate sales and marketing efforts to rewards and profitability.

Education

Birmingham City University

BA Business Studies

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)