

Kathryn Lennon-Johnson

Managing Director at Tangerine Trees

Birmingham, , GB

Tree-hugging, ethical holistic marketing made fun, profitable and effective

Biography

Professional marketing and communications consultant specialising in behaviour change, brand strategy and business development with 13 years experience in the UK and overseas. Postgraduate educated CIM member, with private, public and charitable sector expertise. Proven strategic planning, project and programme management, and budgetary and resource skills, delivering tangible results in short timescales. Strong background in health promotion, research and analysis, project management, market stimulation, change management, marketing channel development, stakeholder engagement and management, and thought leadership. Six Sigma green belt and Prince2 foundation level project manager. Author of top-selling business book 'Selling for Entrepreneurs?', published by Pearson Education 2009 MD and owner of consultancy providing full-spectrum marketing and communications. Providing change management, market stimulation, and stakeholder engagement programmes to support business objectives and financial targets. Providing on- and off-line marketing, business change programmes, bid management, CRM, communications, market research, social media and digital channel development, and cost effectiveness (ROI) analysis.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance

Industry Expertise

Training and Development, Research, Business Services, Management Consulting, Advertising/Marketing

Areas of Expertise

Health Marketing, Sme Innovative Marketing, Ethical Marketing, Behaviour Change, Influence

Sample Talks

Say What You Mean, Mean What You Say

An interactive topic, prompting businesses and organisations to claim their niche proudly and make their marketing honest, holistic and effective.

Making Marketing Accountable

Measures, metrics, tools and techniques for making sure every penny you spend on marketing gets results

101 Low-Cost Marketing Ideas

A deluge of ideas for small businesses that won't break the bank

Event Appearances

Title

Confessions of an Ethical Marketer

Accomplishments

Inca Trail 4-day hike for Breast Cancer Care

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