

Simon Daniels

Director, Marketing Operations Consulting at Percassity Marketing Data Solutions

London, , GB

Marketing Operations expert at Percassity Marketing Data Solutions

Biography

Specialist in business-to-business marketing data strategy and management, marketing operations, analytics and intelligence, with a particular focus on the information and communication technology industries. Director, Marketing Operations Consulting at Percassity Marketing Data Solutions. Percassity Solutions provide expert Marketing Operations resources, on-demand. Joining marketing teams, we help to tackle the challenges they face with marketing data and technology, without incurring the full cost and commitment of a permanent member of staff. Harnessing data, systems and processes Percassity helps to identify the right prospects, overcome inefficient campaign execution, avoid sales disengagement and improve measurement.

Availability

Moderator, Panelist, Host/MC

Industry Expertise

Direct Marketing, Management Consulting

Areas of Expertise

Marketing Automation, Analytics, B2b Marketing, Marketing Operations, Database Marketing

Affiliations

Institute of Direct Marketing

Education

University of Brighton
BA Business Studies

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