



The Marketing Eye
Nelson House
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Company profile

Established in 2005, The Marketing Eye is the result of a long-held ambition of Managing Director, Neil Edwards, to launch his own business - it is also an example of what can be achieved when somebody is brave enough to step away from an established corporate career and go it alone.

Neil has a background in banking and having initially followed a traditional branch based career path with NatWest, he was offered the opportunity to move into marketing when he was asked to help drive cross-sales between the mainstream bank and its asset finance business, Lombard.

As a small cog in the big wheel of a large corporation, Neil said he felt stifled, but nervous about whether he had the skills to build a career outside of banking and what had now become the RBS Group. However, as his marketing experience grew, he began to realise that if he could simultaneously manage the marketing of a number of business divisions in the Group, he could offer this service to individual businesses in the outside world.

After a chance conversation in a pub, Neil found himself helping a local training business produce a brochure. This led to more requests - and his wife, Jan,



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eventually gave up her job in 2006 to work on the business. The business continued to grow and Neil had to make a life-changing decision – should he resign from the bank or knuckle down for the rest of his career and give up any hope of building a business? After a walk on the beautiful Ashdown Forest over Christmas 2007, he decided to bite the bullet and the rest, as they say, is history.

Today, The Marketing Eye is a company with nine people onboard, providing outsourced marketing to SMEs across London and the south east. The best way to view The Marketing Eye is as a highly skilled full-service marketing department that businesses can hire at a fraction of the cost of employing their own resources.

The team includes experts in most areas of marketing and its services range from strategy and planning, through to the detailed implementation of specific initiatives. The Marketing Eye also offers specialist expertise in PR, design, online marketing and events.

We work with some great clients – ranging from local professional firms to multinational companies – but we stand by our Client Charter, which states that 'Every client is our only client'.

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For more information about The Marketing Eye, please contact Angela Ward on:
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Notes to Editors:

- The Marketing Eye is based in Uckfield and provides marketing consultancy and marketing services to medium sized and large business in the South of England and London.
- Neil Edwards is a Fellow of the Chartered Institute of Marketing with many years' experience in marketing, brand and communications. His experience includes being a Marketing Director in The Royal Bank of Scotland Group, where he was responsible for brands in the UK, Ireland and US.
- The company website can be found at www.themarketingeye.com