



About the Author

Neil is a Chartered Marketer and Fellow of the Chartered Institute of Marketing with many years' experience in marketing, brand and communications.

His experience includes being a Director of Marketing in The Royal Bank of Scotland Group where he was responsible for brands in the UK, Ireland and US. Those brands include: Lombard, Jamjarcars.com, Angel Trains and Dixon Motors.

Entrepreneurial, creative and energetic, Neil's success has come from a pragmatic and intelligent approach to combining marketing with business needs.

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