

Executive Management Team

Piers Pottinger, aged 55

(For biographical details see page 32)

Christopher Satterthwaite, aged 52

(For biographical details see page 32)

Mark Smith, aged 53

(For biographical details see page 32)

Adrian Coleman, aged 45

Adrian Coleman is one of the founding partners of VCCP, which was launched in January 2002. Since joining Chime, Adrian now heads up the Advertising and Marketing Services Division, which includes VCCP, VCCP Digital, VCCP Search, VCCP Blue, BMT and SFW. Prior to this he was Chief Executive of the AMD Group (Chime-owned) where he oversaw the media group, responsible for publishing, design and online, as well as advertising. Before joining AMD, Adrian was a partner at HHCL & Partners, a director of IMP and he started his career working for Exxon on the client side. Overall, he has a broad understanding of the marketing mix through his previous experience.

Viki Cooke, aged 54

Following a successful career in advertising, communications and planning, Viki is now joint chair of Chime's Research and Engagement Division. Viki has played a leading role in developing new thinking about the drivers of corporate reputation, the use of deliberative methods to help shape policy and ways of identifying, understanding and engaging with hard-to-reach audiences ranging from those at risk of social exclusion to chief executives. Viki is also a Trustee of Global Action Plan and Changing Faces and is a member of Warwick University Council.

Sue Farr, aged 53

Sue Farr has been a member of the Management Team of Chime since 2003 and is currently leading Chime's strategic and business development programme. Prior to Chime she was European Managing Director of Golin/Harris, an IPG-owned public relations group, where she ran several businesses across Europe. Most of Sue's client-side career has been spent in broadcasting, firstly as Director of Corporate Communications for Thames Television plc (1990-1993), which saw her launch UK Gold, and subsequently as Director of Marketing for the BBC (1993-2000), where she was responsible for marketing strategy, planning and implementation across all the BBC's public service brands.

Sue is a Trustee of Historic Royal Palaces, Non-Executive Director at Motivcom and a director of The Marketing Society since 1984, she was the first woman Chair in 1991 – 1992. She was a non-executive director of New Look plc from 1994 until 1996. She was Chairman of The Marketing Group of Great Britain in 1999 – 2001. She was voted the Advertising Woman of the Year in 1997, a WACL Woman of Achievement in 1998 and awarded The Marketing Society 'Grand Prix' in 1998.

Jim Glover, aged 43

Jim has worked in the sports marketing industry for over 16 years. After beginning at IMG specialising in golf clients, Jim joined US-based golf management company Cornerstone Sports, managing the European office. In 1994 he set up Lighthouse Communications, one of the first independent agencies to offer the corporate world independent, impartial advice on sponsorship. Over the next ten years, Jim built the company into one of the leading and most respected independent consulting agencies in Europe, responsible for creating successful sponsorship programmes for Heineken International, GlaxoSmithKline, MMC and Ford. In December 2005, he oversaw the successful acquisition of Lighthouse by leading sports marketing agency Fast Track and was asked to join the merged company as Managing Director with responsibility for the client-facing elements of the business.

Deborah Mattinson, aged 52

Deborah Mattinson is joint chair of Chime's Research and Engagement Division, and is one of Britain's leading practitioners of issue-based research and consultation. She has unparalleled expertise in accessing and understanding public opinion, in stakeholder dialogue and in citizen engagement. She writes and broadcasts widely on public opinion. She is a Trustee of the Green Alliance and Dance Umbrella.

Kevin Murray, aged 54

Kevin Murray is Chairman of the Bell Pottinger Group, the Public Relations Division of Chime Communications.

Kevin specialises in the field of strategic communications and reputation management and has years of experience advising chairmen and chief executives, as well as managing complex and global communications projects and departments.

Previously he was Director of Communications for British Airways and, before that, Director of Corporate Affairs for AEA Technology, the international science and engineering business that was floated off from the United Kingdom Atomic Energy Authority. Prior to AEA, Kevin was Group Public Relations Manager for Bayer companies in the UK. He is also a former national newspaper journalist, magazine publisher and marketing director.

Alan Pascoe, MBE, aged 61

Following a successful athletics career in which he represented Great Britain at three Olympic Games and won a silver medal, Alan became involved in sponsorship, where he has worked for over 30 years. This has involved managing and delivering major sports and entertainment programmes, acting as a consultant to some of the world's leading brands and creating and organising some of Britain's most successful events. In the mid-1980s, Alan set up API, which grew to become one of the top three sponsorship, television and sports marketing companies in the world, employing over 300 people in 13 offices around the world. After selling API to the Interpublic Group in 1998, Alan set up Fast Track as a specialist sponsorship consultancy with the initial task of supporting UK Athletics to revive and re-launch British athletics. In September 2003, Alan was appointed to one of his most challenging roles yet as Vice-Chairman of the London 2012 Olympic bid, which was awarded to London by the IOC on 6 July 2005. In 2004 Alan was voted Sponsorship Personality of the Year by Hollis Publishing and has led Fast Track into a hugely successful period of growth and industry recognition, becoming the first-ever company to win back-to-back sponsorship industry awards as well as being nominated as the leading sponsorship agency in the UK by Marketing Magazine in 2005 and 2006.

Ian Priest, aged 45

Ian Priest, Founding Partner at VCCP, started below-the-line and migrated to advertising, with excellent integrated credentials. His approach to work is team-based, to encourage respect, fun, ambition and speed. He loves working with like-minded clients and has proven time and time again that he delivers outstanding work that gets it right. From Account Executive at IMP in 1986 to Managing Director of HHCL & Partners in 1999, Ian's career has been carved out of brilliant campaigns and hard-nosed business reality.

Jon Ridgeon, aged 42

Jon is a former two-time Olympic track and field athlete, world championship silver medallist at 110m hurdles and graduate from Cambridge University. Post his athletics career, Jon entered sports marketing in 1994, initially specialising in rights marketing. When Fast Track was established in 1998, Jon created the communications department before moving on to become Managing Director, with particular responsibility for events, communications and rights marketing. Currently, Jon leads a team of close to 50 people responsible for delivering a number of world-class event and commercial rights programmes including the UK School Games, the Paralympic World Cup and UK Athletics' (UKA) televised event series. Recently, Jon led the renegotiation of the Norwich Union/UKA contract, resulting in a six-year £50 million contract, the biggest commercial sponsorship in British sport outside of football. In addition to his role at Fast Track, Jon is a presenter for Sky Sports and has also presented for BBC Television and Radio 5 Live.

Nick Taylor, aged 56

Nick Taylor began his commercial career as a graduate trainee in the Aerospace and Medical divisions of Smiths Industries plc. In 1979 he founded Harvard Public Relations, which went on to become one of Europe's leading TMT consultancies with offices in London, Paris and Munich. Following Harvard's acquisition by Chime in 2000, Nick joined the Executive Management Board with responsibility for Chime's overseas offices; he is also a member of the Corporate Development Team handling M&A activity. Nick is a Non-Executive Director of Merityre Specialists and a member of the Chartered Institute of Marketing.