



PRESS PACK

Key facts about Prospect Swetenhams

As part of the **Bisnode Group**, Prospect Swetenhams has been providing marketing data from their HQ in Hampton for more than twenty years.

Currently has 36 staff and a turnover of £7m a year

The Bisnode Group, a Swedish media and data company, owns 66 companies in 19 countries

The UK member of DNA (Data Network Associates) a 12 member independent Europe-wide network providing data insight and cross-boarder marketing skills

How we can help: key people and topics

Joined Prospect Swetenhams from the client side in September 2006. Before that she was with The British Red Cross as Head of Commercial Training. Annette has held several board level positions and has over 20 years business experience in marketing and general management, giving her a solid background not only in data and the use of data from both a client and industry perspective, but also in the needs and demands of managing a business and, most critically, of managing transformational change.

Topics of expertise include:

- Corporate and business strategy
- Future of the DM industry
- Data quality – both B2C and B2B
- Integrated B2B marketing
- European data
- Sales and marketing issues
- Relationship Marketing

Annette Holmes
managing director



Lindsey joined Prospect Swetenhams from HLB/WWAV where she was sales director. She has also held posts in the research industry including GfK, and in the data sector with Acxiom/Claritas, where she spent 11 years in a range of roles from FMCG business director to head of data partnerships.

Topics of expertise include:

The future of direct marketing
The role of data in the marketing of FMCG products
How to unlock the potential of client data
How to turn data insights into business results
List management
Prospect Pools
Bureau Services
The role of account management in database marketing

Lindsey Sandom-Brown
head of client services



James has over eight years of data and direct marketing experience. Before joining Prospect Swetenhams he has held a number of positions with Wegener DM and Acxiom/Claritas. Experienced in both B2C and B2B data, he oversees a number of key functions at the company which include providing data processing services to internal and external customers, database analytics, data hygiene and compliance, and the development of the company's B2B data universe.

Topics of expertise include:

Targeting techniques
Segmentation
Analysis in direct marketing
Database hosting and management
Data collection and acquisition
Data compliance and security

James Horsburgh
head of production



Dimple took up her present position in 2006, following her success as head of new business development in the company's list broking division. She has over six year's experience in the direct marketing industry, including both list management and broking.

Topics of expertise include:

List management
B2B and B2C data
Developments in the list industry
The media mix – postal, email, telephone and SMS
Email and digital marketing
Telemarketing

Dimple Chhabria
head of business development



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