



Marketing and Consumer Studies Research Group Research Assemblies

Agile Marketing, Susan Hallam MBE

Synopsis: We all know the principles of Agile Marketing, and in this talk Susan Hallam MBE will share her experience implementing agile at the sharp edge of her digital marketing agency. From the highs to the lows, Susan will translate theory into practice, and give her warts and all overview of transitioning to an agile marketing organisation.

Date & Time: 14 October 2020, 13.00 – 15.00 hours

Location: Microsoft Teams

Contact: Email macs@ntu.ac.uk to reserve a place

Bioography: Susan is the Founder of **Hallam, a full service digital marketing agency** employing more than 60 specialists with clients including the United Nations, Speedo, the BBC, and Suzuki Cars. In 2019 Hallam was awarded Google's top agency accolade for EMEA, the Growing Businesses Online award. With more than 30 years' experience working in the digital industry, Susan Hallam is a leading influencer in the Internet world and a thought leader who inspires businesses to greater success through digital engagement. Susan was awarded an MBE for services to entrepreneurship and innovation in the Queen's Honors 2018. Also in 2018, Susan was named a BIMA 100 CEO & Leaders shaping the digital industry, and she was made a Fellow of the Institute of Data & Marketing. She is a Freeman of the City of London, the chairman of Nottingham's Creative Quarter, and a Trustee of Nottingham Castle. Born in the USA, Susan has resided in the UK since 1985.