

# JFDI

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## For new business team training, motivation and pitch consultancy, we recommend JFDI...

**JFDI** specialises in new business training across the marketing communications sector. It has worked with over 100 different marketing agencies, and works closely with industry organisations such as the IPA and MCCA and runs Masterclasses for the AAR.

Camilla Honey began her new business career at Roose & Partners, moving on after three years to J Walter Thompson. Since leaving JWT in 1997, she's worked as a new business consultant for a number of agencies including; JWT, Michaelides and Bednash, St Luke's, HHCL, Soul and Chime Communications. Identifying a need for improving new business skills in the Marketing Communications sector, Camilla launched JFDI in August 2004.

Camilla is a member of the Marketing Society. She runs New Business Skills Courses on behalf of the IPA and Masterclasses for the AAR.

Mark Clark has worked across a wide range of clients, categories and disciplines with brands and companies such as Coca-Cola, Cadbury, Nestle, GSK, Panasonic, Interbrew, Durex, and Capital One. He has worked at both small and multinational creative agencies, latterly as a Senior Vice President for Europe, Middle East & Africa at McCann Erickson. While Client Services Director at McCanns, Mark implemented a programme of training and development for his 100-strong team to improve quality of service to clients. An independent industry Agency Survey showed a shift in 'Quality of Account Management' ranking for the Agency from No.8 to No.1 during his 3 year tenure. He has a proven track record for organically growing his portfolio of business, achieving an average 18% growth p.a.

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