



Thinking differently, delivering results

Professional marketer and creative leader

25 years' experience as a senior executive, 12 years as law firm CEO, (regional law firm of the year 2013 ACQ/ FT.Com awards), awarded Fellowship of the Chartered Institute of Marketing in 2001. Chartered Marketer for over 12 years. A proven record of international and domestic achievement, delivering results in a variety of sectors.

Client Comments...



**Dave Whaite - Director
Zap! Creatives**

David helped us immensely in identifying the key areas of our business and helping us to put together a structure that would allow us to grow at a manageable rate. David's knowledge of marketing and experience of working with SME's was second to none and we look forward to working with him again in the future.



**John Moses - Managing Director
Longmere Consultants**

David fully immerses himself into learning about the business he is dealing with to ensure he can provide a bespoke service. I would have no hesitation in recommending i2i Business Solutions and know David would bring the same support to those who instruct him



**Joss Harwood - Director
Eldon Financial Planning Ltd**

David's brief was to increase our business profile and to suggest how we might engage with potential new clients. His multi-strand strategy will enable us to take action at our own pace, yet set timescales and benchmarks so that we don't rest on our laurels. We are very happy to endorse David's service.



**Dan Brady - Managing Director
Consilience Media**

David brings clear thinking, great entrepreneurial advice and is a pleasure to work with. Helped develop my business brain!



Alan J Hall - Business Consultant

I have known David for over 20 years in his work with firms in the region. David is an experienced, high energy individual with sound knowledge & good practical application of marketing. It is important to be able to work well with key players in any organisation & David brings something-else to the table as someone good to work with as well as his intelligence & professionalism.

My Approach...with clients is truly consultative. I see little point starting an engagement by assuming I have all the answers.

It is the business owners who have the in-depth knowledge and passion that needs to be understood before getting anywhere near a suggested strategy.

I'm a big advocate of running well structured projects ensuring both coach and client are focussed on common outcomes with clearly understood roles.

The ideal result is a client who is both confident in the plan and path agreed and their own abilities. I look for clients to be able to take on and manage their own marketing projects in the future but equally welcome the opportunity to build long term relationships that essentially suit their needs.

Location...Location...Location

I cover the UK, love to travel to clients own businesses but when required have access to Skype to help maintain regular face to face contact.

Background...10 years with Thomas Cook, including Head of Sales & Marketing - Publishing and Project Director creating and launching Moneygram before taking up the role of Head of Marketing at US Corporation AT&T.

CEO of a regional law firm (Part-time), owner of marketing consultancy and MD of a digital publishing business.

- FCIM/ Chartered Marketer
- Business Coach & Mentor
- Public Speaker & Author

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