

/ DMA Digital Marketing Strategy Skills Bootcamp

Tutor profiles



Lead tutors

The following tutors all lead on the Skills Bootcamp cohorts, having been assigned specific ones. They deliver the core content, offering extra support for those that need it as well as prepping the learners for the final presentation and online assessment.

Beverly Barker

Partner, Business Solutions



Beverly Barker, F IDM, FHEA, is a leading trainer and consultant in digital and direct marketing, with extensive experience in communications and media planning. Beverly's industry background extends over 30 years, including 10 years at Carat as a Board Director and Head of Direct and Digital.

Beverly is now a partner in Business Solutions, and Tutor for the DMA. She combines academia with her role as a Digital Consultant, providing strategic insight to both UK and International clients in customer journey analysis in planning media, content and proposition development and all aspects of integrated communications planning.

Her particular interests include planning, delivering and measuring campaign effectiveness, including attribution modelling, which is the subject of her PhD. Beverly has been awarded the prestigious IDM Educator of the Year Award for her exceptional contribution to direct and digital marketing education. She is widely published on media planning and digital marketing and a regular speaker on matters digital at academic marketing conferences.

David Hearn

Creative Technology Director, Arcstream AV



David Hearn F IDM has been a marketer for 30 years, starting at the Economist, before moving to agency FCB, working for British Airways and The Australian Tourist Commission. He then became co-owner of direct and digital agency AHK, developing successful customer acquisition and retention programmes for, amongst others, Royal Mail, 3M, Canon and Adobe.

David is now working in creative technology for Arcstream AV, delivering interactive marketing solutions for major brands including Ford, GSK, EY and Schroders. Helping bridge digital and face-to-face engagements.

With wide experience in both B2C and B2B markets, he has been sharing his expertise and experience for over 20 years as a trainer and tutor for the IDM. David also lectures at universities and delivers a series of online professional training webinars.

Nick Crawford

Owner and Principal Consultant, Twist Consultancy



Nick is the owner of Twist Consultancy, however his career began heading up call centre teams, developed into customer experience measurement & then moved to data led online campaigns. Nick helps businesses win & retain customers with relevant & engaging marketing.

Nick works with B2C & B2B clients and has an excellent understanding of data-driven marketing & strategic planning. With over 15 years across CRM, database marketing, campaign management, email customer insights & customer journey planning.

With a proven strategic experience of senior client & stakeholder management & a strong commercial experience & acumen, Nick prides himself on making things happen.

He is an industry speaker & written contributor including the 2017 'Econsultancy Email Marketing Best Practice Guide' and an elected member of the DMA Email Council & Legal Hub. Championing email as an essential part of the greater marketing mix with a focus on compliance (inc. GDPR delivery) and best practice.

Rob Manning

Head of Direct-to-Consumer eCommerce, Reckitt



Rob began his career in marketing communications in 2000, joining award-winning brand and direct response agency Jacob Bailey in 2003 where he became Group Account Director.

Rob has handled integrated strategic direct response campaigns for big brand clients like AXA, BT, E.ON, Barclaycard and National Express.

A web specialist, Rob has embedded digital marketing as a core competence within companies, helping to raise the eMarketing performance bar for some of the UK's biggest companies.

Rob currently is the Head of Direct-to-Consumer eCommerce at Reckitt, with over 20 years' experience in digital marketing and eCommerce, developing product strategy, go to marketing strategy, brand strategy, proposition development and delivering integrated marketing strategies and campaigns for global brands across D2C, B2B and Reseller/Distribution Networks.

Tim Hamill

Director, Data Ketchup



Tim has over 25 years of marketing experience specialising in helping businesses utilise data to improve their marketing and commercial decision making.

During his career he's held several senior roles at Royal Mail, driving their marketing, market insight product development, and creative services.

He is a founding partner of data-driven creative marketing consultancy Data Ketchup and a Director of Customer Content for 3d Mapping Company.

For the last five years, he's been a DMA tutor teaching qualifications on direct marketing, finance, and data. He was named IDM educator of the year for 2019.

Will Francis

Writer, Lecturer and Speaker on Technology & Media



Will Francis is a recognised authority in digital and social media, who has worked with some of the world's most loved brands through his creative agency Vandal London and his time as Editor at MySpace in the 00s. He is a marketing lecturer with some of the most respected institutions and regularly appears in the media and at conferences where he shares his experience and expertise.

Specialist tutors

The following specialist tutors and guest speakers are industry experts on specific subject areas which they deliver throughout the Bootcamp.

Becky Bocchetti

Managing Director, ContentETC



Becky Bocchetti is a leading digital trainer and content consultant who has a proven track record of success with a variety of media owners, FMCG brands, marketing specialists and content providers. Her unique cross-media experience is in high demand with clients who look to her for expertise, insight and tangible results.

Specialist tutor session: Creative Strategy, Affiliate & Display Marketing

Gilbert Hill

Privacy Technologist, MD & Entrepreneur



After a career in Finance, Gilbert ran a London digital agency which led the adoption of new marketing and mobile technologies by corporate clients including Microsoft, LinkedIn & BNP Paribas.

Gilbert grew fascinated by the relationship between data, digital marketing and regulation, founding Optanon, a pioneering software product in the nascent 'PrivTech' sector, and Cookiepedia, pre-eminent source of knowledge around consumer tracking on the Web.

Gilbert now advises and helps businesses, investors and non-profits understand and leverage the risks and opportunities around E-Privacy, GDPR, Ethical Marketing and Web Governance on a consultancy basis.

Gilbert sits on the Responsible Marketing Committee of the DMA, and a member of its GDPR Taskforce, having previously Chaired the Mobile & Connected Council.

Specialist tutor session: Responsible Marketing

Frazer Howard

Creative Director, Accenture Song



Frazer is a multi-award winning integrated/CX-focused Creative Director, with 25 years' experience of turning product & audience insights into local, national and global campaigns for everyone from blue chips to start-ups.

He has worked in integrated agencies, behavioural change consultancies, in-house at brands like Barclaycard and IBM and runs his own creative consultancy with clients in the UK, Europe and the US.

Guest speaker session: Creative Inspiration & Case Study Briefing

Komal Helyer

CMO, Chair of DMA Council



Komal is an award-winning Fractional CMO and has over 20 years of experience in email, martech, and digital marketing. Previously VP Marketing at Pure360, Komal now spearheads the Go-to-Market, Retention, and Brand strategies for many B2B, eCommerce, and Travel businesses and agencies.

A passionate email marketer, Komal is also Chair of the DMA Email Council and Tutor at the Institute of Direct Marketing. As a key industry thought leader and events speaker, Komal is sub-Editor @ The Modern Retail and writes for many other publications including Forbes. She is also the judge at many prestigious awards including the DMA Awards & eCommerce Awards.

Komal's passion to support greater diversity in the workplace is the driving force behind her commitment to mentoring individuals in the industry, she is also Brand Ambassador for Women in Tech forum, the co-founder of Email Mentors, and a Mentor @The Girls Network. She has been nominated for many awards and was proud to win Corporate Woman of the Year '19 at the Business Woman's Excellence Awards and to be awarded a Top 50 CX Star accolade in 2022.

Specialist tutor session: Email Marketing

Julie Atherton

Managing Director, Small Wonder



Founder of the social media transformation advisory and marketing consultancy Small Wonder. A business leader, author, consultant, and strategist, Julie specialises in advising and training organisations (B2B, B2C, and 3rd sector) on embedding social media and influencer marketing in their strategic development and growth.

Her social media strategy books are built on 30 years' experience gained working with global brands, small independents and innovative start-ups including Deloitte Digital, Mott MacDonald, Nissan, St John Ambulance, Parcellforce Worldwide, University of Bath, Arnolfini, SmartViz, and Send Me A Sample.

Specialist tutor session: Content Marketing and Social Media

Mike Ncube

Founder & CEO, Ncube Digital



Mike Ncube is a digital marketing expert with over 13 years' experience in Google Ads, PPC and SEO advertising. Mike is a Google Partner and has been since the programme was launched by Google over 8 years ago.

He is an author and has written over many books, guides and ebooks on digital marketing topics including Google Ads, PPC advertising and digital marketing strategy.

He has worked with businesses from a wide range of industries including IoT, Automotive, Manufacturing, Real Estate and more for big clients like BitDefender and Quectel to micro businesses.

Specialist tutor session: SEO&PPC

Daniel Robinson

Commercial Director, Digital Marketing Consultant, Founder



Daniel has over 20 years of experience in commercial leadership roles in advertising and marketing. Most recently, he was Group Director at Meta (formerly Facebook) with commercial responsibilities across Facebook, Instagram, Messenger and WhatsApp. He has led several vertical teams comprising a third of the UK business, partnering with many of the world's leading brands across multiple sectors including Tech, Telco, Financial Services, Autos and Travel. During 9 years at the company, Daniel played a central role in building the UK commercial team, setting the go-to-market strategy, and growing the advertising business to what it is today.

Currently, Daniel is a consultant helping businesses maximise profitability through effective digital marketing strategies. He also runs an online record store, combining his passion for music with expertise in e-commerce, social media and customer engagement.

Specialist tutor session: Mobile Marketing, Social Media and Content Marketing

Caitriona Gallagher

Strategy Lead, Digitas UK



Caitriona Gallagher is a strategy partner with 10+ years experience in agency and technology consulting roles, and is currently the strategy lead for the Digitas AI Labs and Practice. She has recently completed an MSc in AI, with her thesis being 'Understanding and quantifying the impact of LLMs on creative ideation'.

Specialist tutor session: AI (Legal & Ethics)

Kerry Harrison

Copywriter, AI trainer



Kerry is an AI trainer, speaker and copywriter, helping businesses to augment their skills with artificial intelligence. Since 2018, she has co-created the [world's first AI gin](#), made an AI Festival Curator, won two DMA Awards for Best Use of AI – and has delivered AI training to businesses nationally and internationally.

Specialist tutor session: AI (Content Creation)

Jack Lowman

Founder and Author, Hack Yourself



Jack is founder and author of Hack Yourself, the modern leadership and communications company, and a senior marketing and communications leader.

Through Hack Yourself, Jack peruses what's changing in the world of work and upskills emerging and senior leaders through new-world training.

Passionate about giving people the skills and opportunities to thrive, Jack has held senior positions across charity, public and private sectors, including at The Prince's Trust, where he led the marketing and

digital department.

He is also a part-time marketing leadership tutor for The DMA and an MBA leadership lecturer for Coventry University.

Specialist tutor session: Leadership Skills

Emma Shelton-Smith

Founder, Slipstream Leadership Development



Emma is an established leadership coach, trainer and facilitator with extensive experience in the marketing communications industry. Following 14 years in senior client-facing agency roles – working with the likes of BMW, Barclays and Scottish Power – she moved to board-level HR and Operations roles for seven years.

In 2011, Emma launched Slipstream to support leaders and emerging leaders in the creative world through a powerful blend of coaching, mentoring, training and facilitation. Her clients span networked and independent marketing agencies, fintech, SaaS start-ups and scale-ups, and management consultancies.

She's also passionate about supporting talent at all levels of their career and is a founding member of the Data and Marketing Association (DMA) Talent Committee.

Specialist tutor session: Leadership Skills

John Scarrott

Communication Skills Trainer and PCC credentialed Coach



John Scarrott is a Communication Skills Trainer and PCC credentialed Coach. He works with marketing and communications professionals to hone their communication skills and approach to personal impact, chairing meetings and delivering impactful presentations and public speaking.

Alongside his work for the DMA, he is the presentation skills and public speaking trainer for the Association of Association Executives. He has a track record of success working with a range of professionals across a number of technical sectors including the Royal Society of Biology, the

Institute of Financial Accountants and the British Veterinary Nursing Association.

Specialist tutor session: Presentation Skills

Ian Taylor

Coach, Mentor, Trainer and Author



Ian developed and fine-tuned his public speaking, presentation and training skills growing a multi-million pound events & engagement business, which he founded in 1991. The person people have turned to when the nerves take over completely just before they present; he's been the motivation people have needed just before they walk out on stage. Over the past few decades he's engaged audiences, inspired teams and coached & trained senior leaders from businesses including Virgin Media, Expedia, IWG, Unilever, Premier Foods and Rolls Royce as well as many SME business owners and founders.

Specialist tutor session: Presentation Skills