

Knowledge
Transfer
Partnerships

Graduate Case Study



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Associate Profile: Daniel Johnson

Name: Daniel Johnson
Qualifications: BSc Psychology
Current Role: Marketing Manager
Location: Newcastle

IN MY KTP I...

My KTP with Newcastle College and Microtima Ltd was to develop and embed a marketing plan for the company, consequently aiming to improve its competitive position. This included carrying out a marketing audit to evaluate the company's marketing environment, developing segmentation and targeting strategies through customer decision making analysis, and introducing and embedding a customer relationship management system. I was given full responsibility for all marketing activities, from redeveloping the website to PR.

HIGHLIGHTS OF THE PROJECT WERE...

The highlight of the project for me was actually embedding a new way of thinking and working with the senior staff. Previously, the company had been very product-focused and issues were dealt with from a technical point of view. I introduced people to a more customer-focused approach, which was a real culture shift for the company. The KTP project helped to create a foundation from which the company can achieve sustainable growth over the next few years and increase its market profile.

THE BEST THING ABOUT BEING A KTP ASSOCIATE IS...

The best thing about being a KTP Associate is that you are given the opportunity to work at quite a senior level even with limited experience, this is due to the support you receive from the academic institution. The other great thing is how important the project is to the company. Senior staff gave me a lot of time and attention; it was obvious just how key the project was to the business.

FROM KTP I HAVE LEARNT...

Through my KTP I completed my CIM diploma and a Prince2 project management qualification. I also learnt lots of general business skills, such as leadership, finance and giving presentations. I also learnt how to manage my career. The KTP programme really makes you think and plan your career, which is something I don't think I would have done otherwise and has definitely helped me going forward.

LIFE AFTER KTP IS...

I am now the Marketing Manager for Microtima Ltd. My KTP gave me a great platform to start my career and I believe I am now in a more senior position because of it. KTP has definitely enhanced my career.

I WILL RECOMMEND KTP BECAUSE...

I will recommend KTP because it gives you the chance to own your own project from start to finish and you get to shape the future direction of that project as it progresses. You also get a great support network, including meeting other Associates having similar experiences, your Academic Supervisor and your KTP Adviser. I am still in touch with my Academic Supervisor and my KTP Adviser to this day!

To turn your career options into great career options visit

www.ktponline.org.uk or email graduates@ktponline.org.uk

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