

Name: Daniel Johnson

Degree Discipline: BSc Psychology

Current Position: Marketing Associate, Microtima Ltd

KTP Project: Microtima Ltd and Newcastle College



# My challenge

My challenge is to develop and embed a marketing plan for the company, including the introduction of a scaleable customer relationship management system.

Prior to the KTP, the company had no co-ordinated marketing strategy and lacked knowledge of market trends and the customer decision-making process. The company did have a fantastic technical team designing innovative products for the road traffic industry, but without the understanding of how to communicate its benefits to a rapidly growing but competitive market.

It was my challenge to change the company's perspective from a product to a customer focus. From the outset, I was given full responsibility for all marketing activities; everything from web strategy and PR to distributor rights and return on investment analysis. It was my job to instil a new way of working to senior staff and make recommendations that would have a real effect on Microtima's bottom line.

The project demanded that I learn fast to keep up with the everyday management of the department, combined with the objectives of the plan. I had the expertise of my Academic supervisor to call upon when I needed and the full support of my MD, who is a past-KTP graduate himself.

There have been many highlights for me, including attending an exhibition in Amsterdam, being published in international trade magazines and making friends with many of the other KTP Associates across the UK. Through the KTP, I have also been given access to great development opportunities and I'm now a member of three professional associations and on my way to Chartered Marketer status.

As a recent graduate, the work I have done through the KTP project has given me experience I would not have gained otherwise at such an early stage in my career. I would have no hesitation in encouraging others to take part in a KTP.