

Knowledge
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Graduate Case Study



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Associate Profile: Rachel Sinclair

Name: Rachel Sinclair
Qualifications: BA Hons Business Studies
Current Role: Marketing Manager, SPL International
Location: Prenton, Wirral

“Being a strategic driver in a company so soon after leaving university is an incredible opportunity and has fast tracked my career to a managerial position.”

IN MY KTP I...

My KTP with Sachetpack Limited and Liverpool John Moores University aimed to embed a marketing culture into the company to enable it to diversify into new markets. Initially, the KTP was technology driven and my role was to market a product that had already been developed. However, following intensive primary and secondary market research I realised that the new product was too innovative for its target customers. I analysed our existing product portfolio and our company strengths, and agreed with the MD that the fuel ethanol market offered us the most opportunities. To be successful in this new international market, I managed a complete re-branding of the company, which is now known as SPL International.

HIGHLIGHTS OF THE PROJECT WERE...

I have enjoyed being a part of a complete culture change within SPL International. The MD has embraced marketing and understands how important it is to the future success of SPL International. New communication channels and the strategic involvement of staff throughout the project have helped to embed a new culture into the business and increased staff morale considerably.

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

The resources of academics, and knowledge transfer itself, is a key advantage of the KTP programme. KTP allows you to apply what you have learnt throughout university in a real life setting. The support you receive during the project is fantastic – from your academic, the KTP Office at the university, the KTP Adviser and the company. The budget you are given helps with personal development, training and the purchase of equipment that is imperative to the success of the project. Being a strategic driver in a company so soon after leaving university is an incredible opportunity and has led to my progression to the position of Marketing Manager in the company so quickly.

FROM KTP I HAVE LEARNT...

The training I received during my KTP has been vital to my personal development and my current role. I passed the NVQ (Level 4) in Management and hope to graduate with a Masters degree in Marketing in July 2009. The training budget provided by KTP also allowed me to travel to Illinois for ethanol production training at the National Corn to Ethanol Research Centre. Here I identified and developed a partnership which will see SPL International launch a Centre of Excellence Training School for the Ethanol Industry – the first of its kind in Europe.

LIFE AFTER KTP IS...

I am employed as the Marketing Manager at SPL International, marketing its ingredients for alcoholic drinks and fuel ethanol. I now have the freedom to implement key decisions that were developed as part of the KTP.

I WILL RECOMMEND KTP BECAUSE...

KTP gives you the opportunity to become a strategic player in a company and fast track your career to a management position. Taking ownership of the project allows you to show what you can do, implement your ideas and drive your project through to completion. KTP has given me opportunities, experiences and new skills that I wouldn't have acquired in a normal graduate recruitment scheme.

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