

Sector Sync

Building a creative marketing culture in Professional and Financial Services

James Kirk

Strategy Director- Kaleidoscope

James is a strategically-minded marketer, who loves to shape the direction of programmes and draws on a wealth of experience to inform the effective implementation of campaigns.

He has led programmes that have shaped the experiences of customers, communities and employees for clients across many sectors including utilities, pharmaceuticals, construction, government and the NHS.

Although his work has spanned many issues, James believes it is crucial for any creative communications programme to work around a consistent set of principles — keep things simple, be bold and embrace collaboration.

"For me, the way that Disney shaped my family's experience in Florida was incredible. The blend of imagination, craft, commitment and consistency shows how brands can truly connect with audiences."

Owen Cotterell

Director at Owen Cotterell Limited

Co-founder, Juice Immersive

Film & Immersive Content Producer

Owen has a passion for the creative industries, in particular the digital sector. Owen spent eighteen years co-running Mocha, a successful film production agency, and more recently co-founded the immersive content marketing agency, Juice. Owen has also enjoyed enriching his career with other opportunities, including becoming a Charity Trustee of State of Mind Sport and a Council Member of the British Interactive Media Association in Liverpool (BIMA). At national level, he sits on the BIMA Immersive Tech Think Tank.

Kathy Szeputi

Marketing Manager, Hillyer McKeown Solicitors

Kathy is genuinely passionate about marketing and enjoys the fast-moving pace; it never stands still and no two days are the same! Putting clients first is her focus and she enjoys learning, improving and using technology.

She has over 20 years' experience in marketing communications working with PLCs, private and public sector companies, nationally and locally. At Hillyer McKeown, she integrates digital with traditional marketing when developing strategy, managing the

brand, coordinating channels, building campaigns and creating supporting marketing materials.

Kathy is delighted to be part of this innovative Professional Liverpool initiative, and is looking forward to collaborating on how creative and professional industries work together.