

Sector Sync

Building a creative marketing culture in Professional and Financial Services

Jan Peters

Founder- USP Creative

I am the founder and owner of award winning, branding experts, USP Creative as well as member of the board for Professional Liverpool.

Established in 1990 and based in Liverpool, our clients all have one thing in common...they understand that powerful branding and communications can transform their business.

We tell your brand story in an engaging, authentic, clear and concise voice, whether this be through a branding programme, internal or external communication campaigns, print, digital or packaging.

By utilising all our strategic expertise and creative insight, USP will work to deliver joined up communications campaigns that allow your brand to take full advantage of its potential.

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.