

Adrian R Mackay Esq.

BSc(Hons) DipM MCIM PCertM MCIM MBA



Mac's recent marketing and training experience has included the following:

- Has provided well-regarded CPD programmes for the Home Counties Branch of the Chartered Institute of Marketing for a number of years.
- A Faculty Member of the Chartered Institute of Marketing.
- He has international marketing training experience – involved with the European MBA programme at St. Gallen Business School, Switzerland and has addressed WorldLink for Law conferences in Istanbul (2006) and Boston (2007).
- Runs a Marketing Masterclass for professional service firms
- Accredited by the Law Society to provide CPD for Lawyers and delivers 9 management / marketing development titles.
- Lead tutor with Incorporated Society of British Advertisers 1992 - 1999
- Former faculty member of Oaklands College, Hertfordshire, delivering Graduate Entry, Certificate, and Diploma in Marketing courses.
- A former Associate of the Chartered Management Institute; was their marketing specialist and contributed to their senior management development programmes both on public and in-company workshops. He was also operations subject specialist in the Competent Management Programme. A former senior examiner in Marketing and Operational Management.
- A specialist in customer service and internal marketing – he has an active interest in implementing quality management initiatives in changing environments.
- A programme designed to deliver measurable improvements in customer care in professional services was researched, developed and implemented bringing excellent results. Researched through the Law Society, the programme has been extended and launched to law firms.

"Mac" Mackay gained early experience in marketing with Beecham and Cow & Gate, and has worked in London and home counties advertising agencies. He was a Marketing Manager within the Rhône Poulenc Group and was responsible for introducing many successful quality initiatives before working as a Marketing Consultant. Mac is a visiting lecturer in marketing and in finance for marketers on Graduate Entry, Certificate, and Diploma in Marketing courses and is a Certified facilitator of Total Quality Management. He has had a variety of articles on marketing issues published and co-authored "*Below-the-Line Promotion*" (1992), the "*Fundamentals of Advertising, 2nd Ed*" (1999), and "*The Fundamentals and Practice of Marketing 4th Ed.*" (2002) with John Wilmshurst. He has also had published *The Veterinary Receptionist – essential skills for client care* with John Corsan, now in its second edition (2009). He is Editor of "*The Practice of Advertising*" 5th Edition, published in September 2004. He is sole author of *Motivation, Ability, and Confidence Building in People* and *Recruiting, Retaining, and Releasing People*, (2007) all published by Elsevier.

Education

An Honours graduate from Leeds University (1977), he holds a Diploma of the Chartered Institute of Marketing (1983) and was one of the first in the UK to achieve a Masters Degree (MBA) in Strategic Marketing (1994) from Hull. He was awarded a Postgraduate Certificate in Management from The University of Northampton (2006).