

DR. BILL NICHOLS



Profile

- 30-year track record in international marketing and communications
- Rounded entrepreneurial and business-school background
- In-depth knowledge in technology and professional services sectors
- Rigorous strategic approach to business; good financial skills
- Strong analytical competency; professional quant doctorate qualification specialising in services marketing/relationship management
- Extensive network of contacts in technology, professional services and communications and management consultancy
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Career Highlights

Bill Nichols is a marketing and public relations specialist. He worked in France and India as well as the UK before joining faculty at Bucks New University as senior lecturer in marketing/communications in 2009. Twice-voted 'most inspiring tutor' (2011, 2012), he also co-developed (2012) and is deputy director of the University's new Centre for Health Communications Research (CHCR). Previously he co-founded and successfully exited his own international communications consultancy (UK, France and Spain) prior to completing a DBA at Henley Business School. There, on Visiting Faculty, he specialises in services.

Bill began his career in investor relations/public affairs with then UK conglomerate, Powell Duffryn. During the 1980s he was Sir Clive Sinclair's head of publicity and responsible, inter alia, for launching the ZX series of home computers, the world's first pocket TV and the controversial Sinclair C5. He also headed London practices for two leading US consultancies (Edelman and HHCC) prior to co-founding his own firm, Whiteoaks, in 1993.

Whiteoaks became the officially-ranked No.1 technology PR firm outside London - its success acknowledged by twice-securing the prestigious Lloyds Thames Valley 'Small Business of the Year' Award (1998, 1999). In later years he:

- Was based in Paris for two years to build the firm's French business;
- Chaired, led and spun off a pioneering digital communications agency, Locker Room, now established as a leader in its field; and
- Led a 30-month grooming process prior to sale which pushed net margin at EBIT to 28%

and, applying insights from his Henley research, drove annual retention revenues up from 78% to 110%.

In consulting, major past clients include US technology blue-chip Autodesk, BT, IBM, Ingersoll, Indian tech leader, Mahindra, Office of the UK Deputy Prime Minister, Tektronix and Xerox. Current assignments include: strategy and IP development for four UK communications firms; reputation management for a Middle East government; research and consultancy for three UK-based NHS Trusts; and upcoming R&D for a new social media based intervention in the non-communicable disease sector. Bill is also investment director for a commercial property portfolio business and was (until summer 2012) external examiner for the University of Chichester's business school.

Education, Professional and Publications

- **Education:** DBA (Henley Business School) – specialising in loyalty/client relationship management/services; MBA (Surrey); BA (1st) and MA (Durham) in English Language;
- **Management:** advanced diploma in management consultancy (ADipC, master's equivalent, Henley BS); advanced management programme (AMP, Henley BS); and accredited business communicator (ABC, US).
- **Affiliations:** Chartered Institute of Public Relations (CIPR-UK).

Specialising in international services marketing, communications strategy and relationship management, he writes (and blogs) regularly for professional magazines including 'Legal Business' and 'Accountancy and Business'. A regular conference speaker he appeared, for example, at the 'Global Managing Partners Forum' for top law firms in London (2010); as keynote at the Balkans-area Proactive 2013; and has led and co-chaired three New Secularism conferences on PR/Advertising at BNU (2010, 12 & 13).

Interests and Voluntary

Bill's principal passion is the Southern Premier cricket club, Rowledge CC, where between 2008-13 he was proud to chair a 700-member, 16-team 'business'. During his tenure, the Club: reached its highest-ever league position and largest membership and was awarded 'Surrey Sports Club of the Year' (2010). He also led the team which secured a major Sport England grant to re-develop the home ground (2012-13) – successfully marking the club's 125th Anniversary year. After a recent visit, UK Secretary of State, Jeremy Hunt, wrote: "a better example of the Big Society you would not find".