

Richard John Cotman

An internationally experienced, MBA-trained, bilingual Marketing/Communications professional with 7.5 years experience in the B2B software sector, with a focus on Europe. Looking for a dynamic role with a real international perspective to contribute and further develop my expertise as a marketer, communicator and manager.

DOB 30.7.1978

Full clean Drivers License

Citizenship: UK and New Zealand

Marital Status: Single

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Current Role:

Solution Marketing Manager, Digitalisation (October 2009 -) *at OpenTrust – Paris, France*

- Responsible for product management and solution marketing programmes for Trusted Transactions market segment (Electronic Signature and Secure File Transfer)

Employment History & Achievements

Marketing Manager EMEA at Orion Health (April 2006-September 2008) – *Oxford, UK*

- implemented regional marketing strategy and activities for an international B2B software developer, 2008 regional (EMEA) revenues £2.9 million – www.orionhealth.com
- managed all PR and marketing tactics for EMEA region, including web presence, agency coordination, press releases, pitches to analysts (IDC, Gartner)
- coordinated development and regionalisation of marketing material for web, print, trade events: (EN, ES, DE, FR)
- initiated and led new strategic relationship with Intel, based around mobile computing devices, including a hospital pilot in Spain involving Oracle and Fujitsu Services
- undertook partner qualification and early-phase engagement for France, Italy, Germany
- organised customer-focused events, including user group series in UK, Eire and Spain

Marketing Manager at Orion Health (April 2005-April 2006) – *Auckland, New Zealand*

- managed global Marcoms activities via web, print, press, trade events
- responsible for a full re-brand of the company , including liaison with executive team, branding workshops, agency engagement and roll-out of new brand worldwide
- managed marketing/creative team of two (Marketing Assistant and Graphic Designer)

Product Manager at Orion Health (March 2004- April 2005) – *Auckland, New Zealand*

- a secondment to Orion Health's product management group, reporting to Head of Product Management Group, building new internal communications processes
- responsible for requirements gathering and communication between business clients and product development

Marcoms Assistant at Orion Health (June 2001- March 2004) *Auckland, New Zealand*

- wrote and developed Orion Health's first set of marketing collateral across 10 software solutions, in coordination with creative, sales and product development teams
- administration of day-to-day marketing activities, including managing suppliers, coordinating production of collateral and event management

Education & Professional Development

Montpellier Business School, France & University of Birmingham, UK

- 2008 - 2009 Joint European MBA (Graduated with Distinction)
- Dissertation topic: “International asymmetric alliances among SMEs/startups in the IT sector: towards a qualitative model of value and risk.” (Submitted in French)

University of Auckland, New Zealand

- November 2005: Strategic Marketing (Executive Short Course)
- August 2004: Marketing Management (Executive Short Course)
- 2001 BA(Hons) with First Class Honours in French
- 1998 University of Auckland Study Abroad Scholarship (Université Stendahl Grenoble 3, France)

Languages

- English (native speaker)
- French (fluent non-native speaker)
- German (conversational - 2nd year university)

Interests

- Blogging (www.etnobofin.com), social media (especially Twitter), writing, music (trumpet/jazz), media, languages, hiking, skiing, reading, travel

Groups and Associations

- British Cultural Association, Montpellier
- KEA (Kiwi Expats Abroad) –business networking association for expatriate New Zealanders

References

- Available on request