



marketing assets

"the recruiter for marketers"

General Profile

MARKETING ASSETS is a boutique consultancy specialising in the search and recruitment of marketing executives across a variety of industry segments. It's owned and operated by myself, Philip Brown, and I've been recruiting marketers as my specialisation for 20 years.

My main point of difference for clients is my unique advantage of having had substantial 'real world' marketing experience (on major brands in FMCG, retail, advertising and tourism) before making the change to specialist recruitment consulting years ago. Clients range from large multinationals to smaller locally owned businesses in consumer and B2B markets.

Capability - main points of difference

1. **Dual experience in marketing and recruitment...higher success rate.** A combination of many years in recruiting marketers coupled with prior extensive "real world" marketing experience across several industry segments results in greater understanding of clients' requirements as well as more accurate assessment of candidates' skills, attributes, "cultural fit" and their career objectives.
2. **Extensive networks + Search.** Having built substantial networks over many years in various industries enables faster and more accurate targeting of candidates who are the right "fit" with client requirements. What's important is *finding the best talent in the market, not just on the market.*
3. **Marketing knowledge.** An extensive marketing pedigree prior to recruiting has instilled first-hand knowledge of product and brand marketing in various industries. This enables greater understanding of clients' briefs (beyond the PD documents) as well as more competent assessments of candidates' abilities as marketers...saving clients time and money and producing shortlists of higher quality.
4. **Care, communication and courtesy.** I instinctively provide a high standard of care with clients and candidates. "Care" includes accurate, timely and courteous communication as well as maintaining high levels of honesty and ethics. (Some evidence of this is the fact that around 80% of MARKETING ASSETS' assignments originate from clients who were past candidates.)
5. **Flexibility, speed to market and efficiency.** MARKETING ASSETS is able to respond to clients' briefs immediately and efficiently. (In medium to large recruiting firms consultants are required to constantly maximise their assignment numbers at any one time to try and achieve KPI's.)

Examples of Clients: Angus Knight Group, Aussie Home Loans, Australian Defence CU, Berri, BAT, Burger King, Caltex, Cerebos, Chubb Fire, Clorox, Colgate, DuPont, Engin, Faulding, Ferrero, Frito-Lay, Fujifilm, George Weston Foods, Goodman Fielder, Green's Foods, Guinness, Harvey World Travel, Hastie Group, Hunter Douglas, Incitec Pivot, ICN Pharmaceuticals, J&J, Kellogg, LG, Liquorland, Macquarie Bank, Manassen Foods, Maxxium, Mayo Group, McPherson's Consumer Products, MLC, Mr Fothergill's, Nestle, Nielsen, NSW Lotteries, Pacific Brands, PCCA, Pharmacare, Pillsbury, Reckitt Benckiser, Salmat, Sanitarium, SC Johnson, Selleys, Skansen, Snack Brands Australia, Steggle's, Stockland, Suntory, Tassal, The Boston Consulting Group, Thrifty Car Rental, Trimex, Uncle Toby's, Vitaco Health, Warner Home Video, Wattie's, Weatherzone, Weight Watchers, Whirlpool, World Kitchen, Wrigley's and Yarraman Estate.

Philip Brown,

Proprietor, 2019.

0414 845 217

pbrown@marketingassets.com.au

