

Callam Fletcher

Marketing Director

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SUMMARY

I am a data-driven Marketing Director with a track record in developing and implementing short-midterm Marketing Plans to drive sales and profitability.

Throughout my career in marketing, success has been measured through brand awareness, new customer acquisition, return-on-investment from marketing spend, and increasing the lifetime value of existing customers.

I have completed an Executive MBA programme at Babson College. I am also a Fellow of the Saltire Foundation and graduate of the Academic Programme for Entrepreneurship and the ASEAN Leaders Programme. In addition, I hold a basic degree in Software Technology from Edinburgh Napier University.

"Callam is an internationalist who is interested in global issues in Asia and elsewhere, he has an energetic and highly professional approach to his work from which the Institute benefitted significantly during his tenure." Roddy Gow OBE, Chairman, ASI

SKILLS

Callam is fluent in **English, Spanish** and **French**.

- Commercially focused
- Highly analytical
- Outstanding written & verbal communication
- Highly motivated and self-driven
- Structured & organised
- Strong history of influencing senior people

WEBSITE

www.callamfletcher.com



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JUNE 2016 TO PRESENT

Managing Director Switzerland, Asia Leaders Series®

I launched the Asia Leaders Series in Zurich. The initiative focuses on bringing high-profile business figures from Asia into direct contact with influential leaders in Switzerland, through a series of executive events. We hosted 200 guests in the first 6 months, 22% of which were Board-level executives at firms with over 1,000 staff.

Website: www.asiaseries.ch

MARCH 2015 TO JUNE 2016

CEO, Asia Scotland Institute, Edinburgh (UK)

I initially joined the Asia Scotland Institute, a small non-profit in Edinburgh, as Marketing Director. I was promoted by the Board to Chief Executive, which provided me with the credibility to secure new business from some of the large financial institutions in Edinburgh. As a small team of 5 people, we doubled the company's revenue in 12 months.

APRIL 2013 TO MAY 2014

Executive Education, Babson College, Boston (USA)

Due to my previous experience in the Czech Republic, I was selected by an economic growth initiative of the Scottish Government to participate in an intensive nine-month Executive MBA programme at Babson College, with a focus on Marketing and Sales. The programme was held in Boston, Silicon Valley, Shanghai, Nanjing and Edinburgh.

FEBRUARY 2008 TO SEPTEMBER 2012

CEO, Universal Internet Solutions LTD, Prague (CZ)

I co-founded and built a software development company in Prague, delivering 96 projects over the course of 4 years to early-stage firms in Austria, France and the United States. The company reached a size of 15 staff before I decided to step aside in 2012.