
JULIE HOUSBY

QUALIFIED MARKETER / EXECUTIVE COACH /
BUSINESS GROWTH CONSULTANT

SUMMARY

Julie is a qualified marketer, business consultant and executive coach with international experience enabling organisations and leaders to overcome challenges, bring about successful change and accelerate their results. Grounded in real-world, board level experience, she uniquely blends client-focused marketing and business consultancy with a people development approach. Julie supports clients to shape their purpose & strategy, develop & harness their brand and engage people, customers & stakeholders to bring about measurable change, performance improvement and growth.

CAREER

Julie has held Marketing Director positions with responsibility for strategy development, brand positioning, business development, client & stakeholder engagement, PR and communications.

On progressing to CEO, Julie successfully negotiated new contracts in excess of £2million, negotiated a business acquisition and managed a merger transition.

Later qualifying as a consultant, Julie has worked as a high growth marketing and business advisor. Working internationally she is familiar with transformation programmes within matrix-organised organisations and the challenges of driving a customer-centric marketing approach alongside global cultural change.

Julie was appointed to the 'Blackpool Better Start Operational Board' to develop their stakeholder engagement strategy and funding bid which secured £45million of Big lottery funding; the largest lottery grant ever awarded.

INTERNATIONAL EXPERIENCE

Over the past four years, Julie has been developing her international business experience working across UK, Europe, USA and India. During this time, Julie has worked with over 1000 leaders and teams, enabling them to sustainably step-up, influence and engage teams to drive transformation and performance. Key delivery projects include:

Capgemini 'Me to We' global leadership programme

Coaching and supporting leaders to develop their skills in line with global leadership dimensions

Capgemini 'Outstanding Women in Leadership' programme

Developing and coaching women to leverage their executive presence, develop their leadership potential and create global executive role models.

Fujitsu 'Leadership in Action' programme

Facilitating and coaching future talent to develop their self-awareness, personal brand and leadership skills.

Johnson Matthey Graduate Development Programme



FREELANCE SOLUTIONS

- Strategic Marketing
- Brand Development
- Strategic Communications
- Client & Stakeholder Engagement
- Tenders & Bid Writing
- Leadership Development
- Team Performance
- Managing Change
- Personal Branding & Executive Presence
- Women in Leadership Coaching

RELEVANT QUALIFICATIONS

- CIM Marketing Diploma
- CMI Level 7 Certificate in Organisational Coaching & Mentoring
- ILM Level 5 Enterprise Support
- BA Business Studies



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