

STRATEGIC INSIGHT, COMPETITIVE BRAND POSITIONING AND SKILLS DEVELOPMENT CONSULTANCY

AN INTRODUCTION TO STAMP CONSULTING LTD

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Rosemary Stamp MA MSc MIOB MCIPR FAUA FCIM

Director and Principal Consultant: Stamp Consulting UK

Rosemary Stamp is renowned for her insight and depth of knowledge within specialist markets and is sought after for the pragmatism and clarity of her recommendations and solutions.

Rosemary Stamp advises higher education, public and private sector organisations throughout Europe on strategic planning, brand competitiveness and positioning, stakeholder engagement, policy response and strategic marketing. She has led more than fifteen competitive positioning and brand development strategies within higher education and related sectors and has now worked with over 100 education organisations. She has also assisted institutions in the development of international branch campus initiatives and an assessment of the implications for corporate strategy and culture. Rosemary facilitates competitive briefings and strategic planning programmes for senior management teams, helping them to address critical issues and prepare for market change. She is a specialist advisor to the Executive Boards of several higher education institutions and also advises international companies working within the global higher education sector, as partners, service providers or innovators.

Rosemary serves as an Impact Assessor on the Business and Management Studies Sub-panel for the 2014 Research Excellence Framework (REF).

Before founding Stamp Consulting in 2006, Rosemary was Director of the Strategic Consulting Group, Euro RSCG Riley, for six years. While at Euro she also held the roles of Group Brand Director and National Director for Education Marketing. Prior to joining Euro in 1998, Rosemary was director of student marketing, research and recruitment for the University of Warwick.

1. Marketing strategy, portfolio development, demand studies, competitive brand development, positioning and stakeholder engagement

Assignments conducted by Stamp Consulting include support for higher education institutions including Heriot-Watt, Aberystwyth, Sheffield, Glasgow, Kent, Sheffield Hallam, the University of Exeter Business School, the University of Nottingham Business School, Glasgow Caledonian, Surrey, Brighton, UCLan, Brunel, Chalmers (Gothenburg, Sweden) and Lund (Sweden). She has also worked extensively with organisations serving the education sector, including JISC, government agencies such as the Money Advice Service, third sector organisations such as Vitae, the ECC, SEDA, Music for Everyone plus Goodenough College and Derwent Living, which provide student accommodation services.

2. Marketing effectiveness

Marketing effectiveness reviews conducted by Stamp Consulting have enabled institutions to evaluate the cost effectiveness and return on investment of their marketing activity, to identify and resolve duplication of marketing effort, to deploy limited funds effectively and make every aspect of marketing activity count in challenging economic conditions. Rosemary conducts benchmarks of organisational marketing activity against sector (and out of sector) best practice or a specific competitor set. Clients include the universities of Aston, Sheffield, Glasgow Caledonian, Heriot-Watt, the University of Exeter Business School and Surrey.

3. Staffing and structure strategies

Staffing and structure strategies conducted by Stamp Consulting have enabled institutions to develop effective marketing structures and to recruit the most effective staff to ensure that marketing activity is ready and able to meet the challenges of increasingly competitive market sectors.

4. Role specification, search and selection

Rosemary has developed job specifications for new marketing roles and managed selection processes for specialist senior marketing staff. Clients include the universities of Sheffield, Derby, Edinburgh Napier, Glasgow, Glasgow Caledonian, Goodenough College and Surrey.

4. Accreditation submissions

Rosemary has worked closely with institutions seeking to achieve university status and has provided specialist advice to Business School on issues such as competitive positioning through to successful EQUIS accreditation submissions. She is currently developing the *Success Factors in European Business Schools* Briefing Paper.

6. Strategic facilitation and Master Classes

Rosemary Stamp is a sought-after facilitator and Leadership Foundation Key Associate. She teaches on the Institute of Education's MBA in *Higher Education Management*, the University of Warwick's *International Programme in HE Management* and contributes to the Leadership Foundation's *Leadership Development, Governor Development, Senior Strategic Leadership and Research Centre Directors* programmes. She has chaired national public debates with thought leaders and policy makers including former ministers, Bill Rammell and Charles Clarke, and the Minister of State for Universities and Science, the Rt Hon David Willetts MP.

Rosemary's interactive in-house seminars and the [Stamp Consulting Master Class Series](#) are designed to address the real challenges faced by staff. They focus upon tangible skills development, measurable action planning supported by case studies, best practice insight and "surgeries" for live problems. Rosemary has provided skills development support for many institutions including the universities of Queen's Belfast, Exeter, Nottingham, Birmingham, Edinburgh, Queen Margaret, Brighton, Huddersfield, Derby, UEA and Manchester plus organisations such as the Money Advice Service, Vitae, the AUA and JISC. Rosemary's specialist seminars have also been filmed for the Open University.

7. Publications and keynotes

Rosemary publishes and lectures extensively on strategic management, leadership and marketing issues. She is editor of the Stamp Consulting [Briefing Paper series](#) and is a contributory author to:

- *A Practical Guide to University and College Management: Beyond Bureaucracy* published by Routledge.
- *The State of UK Higher Education: Managing Change and Diversity*, published by the OUP.
- *The Library Marketing Toolkit*, published by Facet.

8. Executive board positions

In addition to her board advisory roles for clients, Rosemary's pro bono board memberships include the Advisory Boards of the Nottingham Business School, UK, the Centre for Applied Philosophy, Politics and Ethics at the University of Brighton, UK, and the Executive Board of the Equality Challenge Unit, which works to further and support equality and diversity for staff and students in UK higher education. Rosemary has also served as an FE college governor for nine years.

9. Education and professional accreditations

Rosemary has completed CIPD programmes in the *Psychology of Leadership* and the *Psychology of Coaching*. She holds a BA from the University of Birmingham, received her MA from the University of York and her MSc from the Nottingham Business School. She is a member of the Chartered Institute of Personnel and Development, the Chartered Institute of Public Relations, the Institute of Directors and an elected Fellow of the Association of University Administrators and the Chartered Institute of Marketing.

Expertise and experience

Rosemary Stamp's clients include some of the most dynamic and forward thinking organisations in the education and related sectors. They encompass pioneering and ambitious institutions, a wide diversity of public and third sector organisations plus international companies working within global education as partners, service providers or innovators.

Professor Julian Crampton
Vice-Chancellor
The University of Brighton

"The support provided by Rosemary Stamp and her colleagues to our strategic positioning assignment was exemplary; a wide research base was systematically examined to provide an insightful set of propositions all grounded in reality. This showed us new opportunities as well as key factors we were missing. Our assignment involved substantial contact and discussion with a wide range of stakeholders including staff, students, governors and business and community partners who found the discussions of great interest and value. Rosemary's expert knowledge in the whole area supported inclusive discussions and helped our staff to understand the key issues, plus what needs to be done, and why."

Professor Sir Christopher Snowden
President and Vice-Chancellor
University of Surrey

"The University needed a strategic review of Marketing and Communications and engaged Rosemary Stamp and her colleagues to provide an independent and expert view. Rosemary provided excellent insight into the current state of our Marketing and Communications. Her extensive sector-specific knowledge and depth of understanding of best practice benchmarks allowed us to move more quickly to re-shape our activities and strengthen our team. This has provided a new and revitalised structure and strategy, which are much better matched to the University's needs."

Professor Anton Muscatelli
Principal
The University of Glasgow

(Former Vice-Chancellor, Heriot-Watt University)

"Rosemary Stamp and her colleagues made an important contribution to our new brand strategy at Heriot-Watt University. What was particularly valuable was the way in which a great deal of varied information was distilled into a blend of factors that offers us distinctiveness. In doing this, Rosemary successfully connected evidence from stakeholders to the University's aspirations. Also, I know that the guidance that Rosemary gave us based on observations of specialist universities will be particularly valuable to us."

Professor Michael Gunn
Vice Chancellor
Staffordshire University

"I have experience of Rosemary Stamp supporting a senior group growing together, taking on key strategic developments and risk and engaging with them and the delivery of the university plan in a more business-like and people-centred manner. The particular focus for this work was around improved communication – listening and sharing. Rosemary is charming, professional, direct when needed and leaves you feeling that the time has been well spent and was a worthwhile investment of time in future success."

Paul Marshall
Executive Director
The Association of Business Schools

"Rosemary Stamp's objective strategic insight is an essential resource for institutions in today's rapidly changing and competitive education sector. Her experience and depth of knowledge are outstanding and her understanding of brand positioning and strategic marketing is second to none. Rosemary's ability to engage with colleagues at all levels in an institution makes her the sought-after choice for the advice and support needed to make a real difference in challenging times."

Ian Conn
Director of Communications, Marketing and External Affairs
The University of Edinburgh

"So much of the work we are engaged in now requires cross-institution strategic change, and there is no-one better than Rosemary Stamp at engaging senior colleagues, whatever their role, in these higher level issues. It's having the experience, skills and ability to bring focus, analysis and insight to discussions, and then help to build consensus within an institution for the way forward, that distinguishes Rosemary's approach."

Professor Baback Yazdani
Dean
Nottingham Business School

"Rosemary Stamp's expertise and insight is extremely valuable to organisations engaging in strategic planning and she is sought after to advise at the very highest level. Her wealth of knowledge and experience helps institutions to recognise the real opportunities (or risks) they face and enables them to make considered and effective decisions about their future actions and ambitions."

Theresa Merrick
Director of External Affairs
Heriot-Watt University

"Rosemary Stamp and her colleagues provided Heriot-Watt University with great insight into the formulation of its branding strategy. Their research with stakeholder groups and the resulting strategic recommendations greatly informed our branding and marketing strategies at a particularly important time for the Heriot-Watt University both in Edinburgh and internationally. Rosemary Stamp's extensive experience in higher education and marketing was an invaluable asset to this exercise."

Kathryn Jones
Director of Marketing and Communications
Birmingham City University

"Birmingham City University has experienced a meteoric rise in public perception and popularity since 2008, following Rosemary Stamp's strategic brand review. Our UCAS applications have more than doubled from around 13,500 in 2008, peaking at over 28,000 in 2011. In a crowded marketplace where individual universities struggle to find a differentiating identity, Rosemary was able to develop a proposition and rationale that built on our unique heritage and values and helped set us apart. Her insight - unrivalled within the sector - provided the catalyst for a journey that has seen the engagement of staff throughout the University to develop and 'live' a brand that has strengthened over time. The evidence-based approach to messaging she recommended is in constant use today and provides the foundation of our marketing communications. I have commissioned Rosemary Stamp to work on a number of complex and high profile strategic projects in recent years. She has always delivered these with absolute professionalism, reliability and integrity, bringing a level and depth of experience in marketing within the Higher Education sector that is unrivalled. Senior staff find her both credible and convincing."

Mark Allanson
Director of External Affairs
The University of Bolton

“Rosemary Stamp has a rare combination of skills: a true understanding of strategic challenges in the education sector plus a deep knowledge of many diverse universities. Her ability to engage at the most senior levels and to provide insight for the sceptical is of tremendous value. Perhaps uniquely, Rosemary is able to work with people to get strategy translated into operational reality. She listens, grasps issues quickly, delivers understandable analysis and models solutions with an open and insightful delivery style: she makes a real difference.”

Professor Alan Gilloran
Vice Principal (Academic)
Queen Margaret University, Edinburgh

“Rosemary Stamp facilitated a specialist seminar programme for senior academic staff from across the University to address strategic challenges. Her skills in translating key issues for a particular audience are second to none. Seldom have I experienced such a productive yet enjoyable day’s event. Rosemary’s credibility and wealth of experience were invaluable, but most importantly she was able to gauge the interests and mood of her audience to fully engage them in the materials and tasks. She uses a variety of innovative approaches to retain her audience’s attention and relates to participants with real warmth of personality and humour. I am still receiving positive feedback from colleagues - many of whom are not easy to please!”

Sarah Knight
Programme Manager: JISC e-Learning Programme
JISC Innovation Group

“Throughout our project, Rosemary Stamp and her colleagues showed an excellent understanding of the marketing and dissemination activities we were looking to evaluate and showed a great willingness to try out innovative approaches to ensure we had a range of key stakeholder views represented. The team were highly professional and skilled in having conversations with a wide range of practitioners and managers working in further and higher education and elicited valuable evidence on the impact and reach of our communication and dissemination activities”.

Stamp Consulting’s evaluation of communications and marketing for the JISC e-Learning Programme has been published on the JISC web site: [Stamp Report for JISC e-Learning](#)

Professor Richard Lamming
Dean
The University of Exeter Business School

“Rosemary Stamp and her colleagues provided an invaluable strategic insight to the marketing and communication challenges which faced the Business School. We were impressed by Rosemary’s in depth knowledge of the Business School sector and the expertise and strategic focus she brought to our discussions. In engaging with a range of the School’s internal and external stakeholders, Rosemary demonstrated her approachability, professionalism and understanding of the complexity of the issues facing a large organisation in a highly competitive sector. We very much enjoyed working with her and look forward to our relationship continuing.”

Dr Paul Temple
Co-Director, MBA in Higher Education Management
The Institute of Education, The University of London

“Rosemary Stamp is a major contributor to the Institute of Education’s MBA programme in Higher Education Management. Her extensive and expert knowledge of UK and European universities, her insights on the marketing and strategic planning challenges that they face and her practical approaches to them, are highly valued by our participants, who include senior university managers from across Europe.”

Posie Bogan
Director of Corporate Communications
The University of Kent

“Rosemary Stamp's insightful, and unrivalled, sector-wide knowledge and experience, coupled with her strategic response to institutional challenges, ensures she is an asset for any university at the best of times. However, as we all navigate an increasingly uncertain landscape, this sound offering proves to be invaluable.”

Keith Hicks
Director of Marketing and Communications
University of the West of England

“Rosemary Stamp came highly recommended to us. In bringing together a new marketing and Communications team, Rosemary, through a series of interactive seminars, was able to focus us on the external environment and help us to plan for a new way of working.”

Maria da Graça Guedes
Manager: Design and Marketing Programmes
Universidade do Minho, Portugal

“Rosemary Stamp is an expert in marketing and brand and an excellent communicator, able to make the most complex and difficult issues clear. Her insight into education systems, institutional missions and goals is profound and inspired. Her approach to brand development enables her to understand and interpret the true identity of an institution with outstanding results. Rosemary approaches every project with complete honesty, creativity and genuine commitment: it is a pleasure to work with her.”

Ursula Baxter: Manager of Faculty Administration
Dr. Anne Sinnott: Deputy Dean
Director of International Development
DCU Business School: Dublin City University

“Rosemary Stamp helped the Business School to assess the efficiency of its administrative processes and ways of working to enable us to make the very best use of limited resources. Her experience, insight and understanding of our issues was excellent. Rosemary is able to engage with colleagues at every level in the organisation and she provides pragmatic recommendations that make a real difference.”

Dr Richard Harvey
Dean UEA London
Director of UEA Admissions
UEA

“It was a pleasure to work with Rosemary Stamp, who was able to respond to an immediate need at short notice. I place special value on consultants who have deep knowledge of HE and Rosemary fits into that category. In our case, we had some highly specific requirements which certainly could not have been met by an inexperienced advisor.”

Martin Holmes
Marketing Director
The University of Leeds

“Rosemary Stamp has an extensive knowledge of the HE sector and the breadth of issues that challenge it. She has a clear and focused approach to the application of marketing principles to help address these challenges. Rosemary's practical pragmatic and overridingly sensible approach works well in all cultures.”

Edith Caulfield
Marketing and External Relations
Queen's University Management School
Queen's University Belfast

“I have found Rosemary Stamp to be inspiring and her knowledge of marketing in higher education to be extensive: each year I have learned more from her that I could implement in the workplace. Rosemary is at the forefront of thinking in brand and marketing in higher education.”

Stewart Comfort
Director of Marketing
Aston University

“Rosemary Stamp conducted a marketing effectiveness review for Aston. Her in-depth knowledge of the HE sector coupled with the ability to rapidly understand the University’s culture and challenges, led to an incredibly useful and insightful review of our marketing organisation, activity and expenditure. The review represented excellent value for money, at both strategic and operational levels, with many specific practical recommendations as well as benchmarking us against sector best practice. The clarity, credibility and authority of Rosemary’s work have ensured that it will be our blueprint for the future. Her reputation in this field is second to none, and rightly so.”

Robert Haymon-Collins
Head of Communications & Marketing
JISC

“Throughout our project Rosemary Stamp and her team took great care to understand our needs, the complexities of our work and provided us with detailed, comprehensive, feasible and actionable recommendations. In addition they made sure that we pursued their recommendations and turned the report into a set of actions that will make a real difference to the whole organisation. Professional, experienced and with an ability to make an important project fun.”

Merja Lankinen
Communications Director
Centre for International Mobility, Helsinki, Finland

“I value Rosemary Stamp’s understanding of the strategic issues of brand and marketing greatly. She provides much needed insight into the real challenges facing a wide range of higher education institutions in Europe.”

Tim Longden
Director of Marketing and Communications
City University London

“Rosemary Stamp and her team have an intimate understanding of the Higher Education sector and of the issues facing individual institutions. This is the result of dedicated focus over many years and it delivers a high level of strategic input coupled with a very detailed appreciation of the organisational and operational issues facing practitioners within the sector. I have benefited enormously from my association with Rosemary in my various roles in HE, as she provides both a critical voice for marketing and strategy professionals within HE and a vital support resource at times of need.”

Andrew Kershaw
Director of External Affairs
Brunel University

“In the current climate Brunel needed to look at the effectiveness of its marketing structures, strategy and spend. We chose Rosemary Stamp to undertake a review because of her unparalleled sector knowledge and experience. Rosemary’s ability to get to grips quickly with our organisation’s culture, plus the way she gained the trust of a wide spectrum of staff across the whole institution, ensured the review was inclusive, constructive and relevant.”

Stephen Lawrence
Chief Executive
Chawton House Library: *Home to early English women’s writing*

“Rosemary Stamp has an outstanding reputation as an expert in marketing and branding - from my experience of using her professional support, this view is fully justified. Professional, knowledgeable and a superb communicator, Rosemary has a highly strategic view of marketing that focuses on outcomes and delivery. I have found this expertise invaluable and extremely cost effective.”

June Hughes
Registrar
The University of Derby

“Rosemary Stamp delivered a seminar for my senior team designed to consider how to create and sustain leadership capacity, effective upward communication and the essential assets of a high performing team. Through experience gained in working with a wide range of senior teams across the education sector, Rosemary was able to deploy her impressive higher education knowledge and understanding so that we gained maximum benefit from the event. Rosemary’s open, flexible and collaborative approach was really appreciated. She invested the time to meet with each team member prior to the seminar to set learning objectives and gain an insight into expectations for the event. She very skilfully guided us through a blend of theoretical material and practice-based exercises, all very well researched and presented. We came away from the seminar with a set of tangible outcomes that we are currently implementing. She was very responsive and easy to work with during the design phase of the seminar and the delivery more than met the aims and objectives we jointly agreed.”

Professor Roger Murphy
Director: Visual Learning Lab Centre for Excellence in Teaching and Learning
The University of Nottingham

“Rosemary Stamp completed a crucial and very effective assignment for the Visual Learning Lab. She has a very collaborative way of working that helped enormously in making some critical strategic decisions. She is easy to work with and extremely professional in her approach. We have benefited greatly from her inputs, and her deep knowledge of the HE sector was a highly significant factor in the success of this assignment. We can now look back and see the impact her intervention had on our strategic planning for a critical phase of our work.”

Ian Smith
Resources Director
Derwent Living Housing Association

“Rosemary Stamp’s insight into our issues, our markets and challenges was outstanding. The time and skill Rosemary and her colleagues put into understanding the specifics of our brief resulted in realistic recommendations and action plans that we knew would really make a difference. From start to finish, our assignment was managed with the utmost professionalism.”

Jennie Horner
Head of International Marketing
Sheffield Hallam University

“I have commissioned Rosemary on many strategic projects in recent years. In the arena of branding this has included advising on the initial brand development project; guidance on a perceptions study; analysis of a wide range of market research results; extraction of key findings, internal study of employees’ perceptions and advising on implementation and communication. Rosemary’s strategic advice, her broad understanding of the sector and her ability to provide succinct, often hard hitting reports are valued by the University’s Executive and consequently she has consulted on a wide range of strategic projects. We use Rosemary’s expertise because it brings a unique blend of professional attitude, understanding of the sector at the highest level and delivers well grounded, objective advice and guidance in what are often very difficult development issues.”

Wilma Fee
Director of Academic and Student Affairs
Queen’s University Belfast

“Rosemary Stamp has facilitated our annual support staff skills development for several years: she is excellent at motivating staff, stimulating discussion and getting the best out of people in the skills development environment. Those attending the tailored seminars work in a range of roles in a diverse Directorate. Rosemary’s skill has been bringing this group together, getting them to think outside their own areas of work and, in doing so, contributing to creative ideas to help the Directorate continue to move forward. This is achieved thanks to Rosemary’s careful planning, plus her flexibility in responding to group dynamics on the day.”

Jane Chafer
Director of Marketing & Communications
The University of Plymouth

(Formerly Director of Marketing and Communications at the University of Sheffield)

"The University of Sheffield was in the process of reviewing and renewing its brand, reputation and visual identity and incorporated in this was revisiting the positioning statements. What we needed was an efficient and effective way of working with our current vision, mission and values and updating them to reflect their importance in communicating the brand values of The University.

Rosemary Stamp provided us with a clear and straightforward methodology to facilitate our thinking. This enabled us to get results quickly and we are now working with the output of the day to finalise our positioning statements."

Rebecca Harrison
Senior Policy Associate: Money Advice Service

"Rosemary Stamp presented a series of marketing skills development seminars for us aimed at helping student money advisers to more effectively engage students with financial issues. She took the time to speak to us and several money advisers to gain a real understanding of the problems and challenges we sought to address in the skills development. In the seminars, Rosemary showed great skill in communicating marketing concepts in an approachable and relevant way. She also supported the advisers in the identification of practical ways to implement good marketing into their everyday work, helping to ensure that the training led to improved practice on the ground. Feedback from the Student Money Advisers on the day was overwhelmingly positive and we are still receiving enquiries about future training events with Rosemary. "

Ruth Mellor
Marketing Manager
St Mary's University College

"Rosemary Stamp has work with St Mary's on several projects. Her knowledge of the sector is unrivalled and we have found her to be insightful, supportive and diplomatic. I look forward to working with her and her Stamp Consulting colleagues again the future: Rosemary would certainly be my first choice!"

Bruce Nelson
The University of Edinburgh

"The AUA very much values the long-standing relationship we have had with Rosemary Stamp, and I found her support extremely valuable during my two years as Chair. Rosemary Stamp has a deep understanding of higher education institutional structures, cultures and practices, and of best practice both within the sector and elsewhere. This informs the advice she provides and ensures that it is relevant and practical. I have appreciated her willingness to share her insights with AUA members. Her specialist conference seminars are always in great demand and often lead to valuable initiatives once colleagues return to their institutions."

Sarah Marklew
Admissions Manager: Information & Enquiries
London Metropolitan University

"Rosemary Stamp led an excellent tailored away day for our front-line enquiries team in the run up to a challenging annual recruitment cycle. We approached her at short notice with a very specific set of requirements and she delivered a session that fitted the brief perfectly, that was completely relevant and showed a great understanding of our particular needs and our team dynamic. Her insight into upcoming changes in the HE sector and the potential impact on our market was invaluable. We learned a great deal from the one-day seminar and it has helped us to overhaul our communications strategy and has certainly added value to our team."

Tracy Bell-Reeves
Assistant HR Director (Development)
Canterbury Christ Church University

“We have engaged Rosemary Stamp to work with us over a number of years to focus on improving our communications, particularly working with our team leaders and managers, to focus on clear messages in times of change, which, as we all know, is so vital. Rosemary has always been flexible in working to our agenda whilst also bringing her wealth of knowledge, experience, wisdom and good humour to benefit us and our staff in a myriad of ways. Everyone who engages with Rosemary has the utmost respect for her and she is a delight to work with - always the consummate professional with a great understanding of HE and the issues it faces, yet friendly and accommodating the same time.”

Susan Stewart
Former Director of Corporate Communications
The University of Glasgow

“Rosemary Stamp has provided the University of Glasgow with invaluable advice on branding and marketing. She and her colleagues worked with the University’s senior management team and helped us better understand the strategic marketing challenges facing Glasgow, as well as our unique opportunities, in an increasingly competitive international market.”

Professor Caroline Gipps
Former Vice-Chancellor
The University of Wolverhampton

“We very much value Rosemary and the team’s in-depth knowledge of the Higher Education marketplace, their analytical skills, and their practical, effective action oriented solutions. Their flexible approach and their ability to empathise with the culture of the organisation is second to none.”

Professor Noel Lloyd
Former Vice-Chancellor
Aberystwyth University

“Rosemary Stamp and her colleagues have brought a clear focus in the work they have done for Aberystwyth University. They contributed perceptive analysis to our review of the university brand, its values and its management. We have greatly appreciated their approachability, knowledge and professionalism. They established clear objectives and involved a wide range of stakeholders in the preparation of their reports. The quality of the work has been outstanding and the whole package real value for money. Rosemary has been a pleasure to do business with and we look forward to working with her and the team going forward.”