

GEMMA ANGHARAD

WHO IS SHE?

Gemma Angharad is an award-winning Marketing Mastermind providing all business owners with strategies and marketing mentoring to create competitive advantage and stabilise future growth, based on her 16 years experience which started as a successful Sales & Marketing Manager at board level for global corporations.

Also an author of her own step by step marketing guide for others starting out in business, on a mission to ensure small businesses have access to the same expertise and direction as large corporates, Gemma is focused on changing the dial on the stats that highlight only a small percentage of small business owners have a strategic marketing plan, in a bid to help reduce the number of businesses that fail before hitting the 5 year mark.

Blending her Cognitive Behaviour Therapy training with Sales Psychology and Strategic Marketing Qualifications Gemma's insights into customer behaviours is multi-dimensional.

Gemma is a CIM mentor and part of the Welsh Government Accelerated Growth Programme helping businesses grow through their marketing efforts with stability as well as being a STEM ambassador, flying the flag for women in male dominated sectors.

A force to be reckoned with, Gemma has always challenged the status quo, advising global companies and making an impact in STEM industries just for starters. Having worked alongside the likes of Boots, Siemens and Specsavers she is now self-employed on a mission to change the marketing industry.

She is known as a 'business sniper', taking away unwanted areas of the business that are zapping clients' energy and profitability so they can evolve faster, with better ROI, and less stress and confusion. Working in both public and private sector businesses, B2B & B2C, on a local and global scale, Gemma's relentless attitude to building businesses with indestructible foundations and structures for growth longer term has ensured she is one of the best in the business.

Gemma also knows how to push her own boundaries and work out of her comfort zone. From the outset she has strived to achieve, hitting capacity for her business within just 6 weeks of starting. Constantly challenging herself, Gemma has become a best selling author, collaborating with a group of other empowered entrepreneurs offering hindsight and advice to guide the futures of young people through her chapter 'You are you and that is your superpower'.

She is highly enthusiastic about mentoring others and loves the impact she can make, especially when working with young girls struggling with confidence in a male dominated sector, supporting them to make their mark.

Gemma began her career in sales & management, working for a dynamic, global company

She moved into management which included marketing where she studied 14 diplomas and a major CIM qualification alongside a mini MBA to ensure she was at the top of her game in strategic marketing. Gemma is a Fellow of the Chartered Institute of Marketing and therefore, a Chartered Marketer, all under the age of 40.

Someone who has always focused on the emotions of others, a major turning point in her sales and marketing career was understanding herself and therefore, being able to better understand other people - something hugely powerful within marketing.

She previously specialised in very male dominated sectors such as Engineering; Audiology and Manufacturing and found that her understanding of cognitive behaviours and the psychology of sales along with her strong focus on communication helped clients cut through to engage better with their marketing.

Teamed with her more strategic head focusing on ROI management, Gemma's insights proved invaluable. Gemma had several management roles in her early career but whenever she was confined by her environment she found she was unhappy, really deeply unhappy yet she couldn't understand why as she loved her job.

Once she realised she wasn't a 'sit still all day' kind of girl-everything changed and she found the strength to create a career that suited her personality thanks to undertaking an intensive 6 week 'Insight Profiling' training on a renowned programme in Switzerland.

She said: *"All of a sudden it all seemed so simple when I realised I like lots of variety, genuine people with no ego and for my environment to change constantly, I detest routine with a passion and like to have multiple things on the go all of the time. Once I recognised this and started to maximise exactly what I personally need to be at my best I was so much more successful and happier, however at the time I was thinking how the hell am I meant to go from a great salary, car and bonus to £0; that's not going to happen!"*

I then realised that the only thing holding me back was me, the alternative to not setting up on my own was being trapped by a job description that I was confined by. Things had to change-so I took the leap and jumped.

This sets my soul of fire, I LOVE SALES AND MARKETING AND HELPING BUSINESSES GROW!"