

Associate: Paul Taylor

Paul Taylor is expert in Marketing and Strategy and has worked in the electricity, gas and telecommunications markets. Over the last 15 years Paul has worked as a trainer and consultant and has conducted assignments relating to Strategic Marketing, Business & Commercial Awareness, Managing Shareholder value, and Business Case development. He has worked with organisations such as Ericsson, British Gas and the UK Department of Trade and Industry. Paul is the accredited trainer for the Ericsson Leadership Programme covering strategic perspectives and implementation which has been presented in 15 countries over the last 4 years.

Prior to this consulting activity, he was the Marketing Manager at London Electricity (now part of EdF Energy) during the UK market liberalisation period and is therefore well able to understand from first hand the complex issues of marketing and branding in a liberalised markets. He was responsible for that company's marketing strategy for the competitive business market and managed a multi-million pound budget.

Paul is a marketing professional and is a member of the UK Chartered Institute of Marketing and the Chartered Management Institute. He has an MA in law (Oxon) and an MBA.