

## **Immediate release 13/09/06**

### **Former NSPCC brand wizard Greenwood joins charity think tank *nfpSynergy* as Joint MD with Garvey**



**NSPCC's former Head of Brand Marketing, Chris Greenwood, has joined not for profit sector think tank and research consultancy *nfpSynergy* as its Joint Managing Director - a new role he now shares with *nfpSynergy*'s former Director of Projects, Brian Garvey - with the primary remit to enhance *nfpSynergy*'s brand and marketing consultancy capability. *nfpSynergy*'s founder and Driver of Ideas, Joe Saxton, remains in overall charge.**

Greenwood joins after eight years' experience of advertising and direct marketing on both client and agency sides – most recently as the NSPCC's Head of Brand Marketing, where he managed a multi-million pound budget and line-managed four departments. He gave strategic input into the NSPCC's revised FULL STOP strategy and managed teams that won a clutch of awards, including Golds at the Cannes International Advertising Festival - for direct marketing (2003) and for public sector advertising (2004).

His appointment comes as *nfpSynergy* continues to expand; and in response to client demand for top-level advice on branding, marketing and communications - a logical extension of *nfpSynergy*'s existing work in delivering its clients insights into how they are perceived by key stakeholders, including politicians, business leaders, health professionals, journalists, young people and the wider public.

As well as enhancing *nfpSynergy*'s brand and marketing consultancy capability, Greenwood will – together with his fellow Joint MD, *nfpSynergy*'s former Director of Projects, Brian Garvey - also play a leading role in managing the business, developing new services and shaping overall strategy.

***nfpSynergy* founder and Driver of Ideas Joe Saxton explained:**

“Clients often seek advice about how they can best adapt and market their brand, in the light of insights our current monitoring and research delivers them into how they are perceived by their most important stakeholders. Chris' wealth of high-level brand and marketing experience and expertise means *nfpSynergy* can now respond to this even better in-house, as part of our wider offering.”

**Chris Greenwood, *nfpSynergy*'s newly appointed Joint Managing Director, himself added:**

"Not for profit brands operate in a very distinct environment. As well as managing the team with Brian, I look forward to developing new products and services and helping *nfpSynergy*'s impressive and ever-expanding raft of third and public sector clients to adapt their brands so they can best thrive, by having the most effective impact on all key stakeholders."

**Brian Garvey, former Director of Projects and Greenwood's fellow Joint Managing Director at *nfpSynergy*, said:**

"*nfpSynergy* offers not for profit sector clients a unique and flexible range of services. Chris and I are very excited about working together, with the rest of the team, to drive the business forward. Our future plans include everything from developing a Global Fundraising Benchmark to delivering insights specifically for Housing Associations."

- ends -

**For high rez photos of Chris Greenwood or Brian Garvey; or to interview either about their insights into the not for profit sector, or their new appointments as Joint Managing Directors of *nfpSynergy* - please contact:**

Adrian Gillan, T: 0207 6 22 99 11; M: 0774 086 7215; E: [adrian@gillanmedia.com](mailto:adrian@gillanmedia.com)

## NOTES TO EDITORS...

### *nfpSynergy*

Founded in 2002, *nfpSynergy* ([www.nfpsynergy.net](http://www.nfpsynergy.net)) is the UK's *only* think-tank and research consultancy dedicated to the charity sector and not for profit issues. It provides ideas, insights and information to help voluntary and community organisations thrive in an ever-changing world.

Regularly harvesting the social and charity-related views of public and parliament, media and business - not to mention not for profit organisations themselves - *nfpSynergy* has a vast and ever-growing knowledge pool from which to extract and deliver insights.

### **Chris Greenwood, Joint Managing Director, *nfpSynergy***

Chris joined *nfpSynergy* in September 2006, after eight years' experience of advertising and direct marketing planning, delivery, buying and evaluation – on both client and agency sides.

Most recently, Chris was the NSPCC's Head of Brand Marketing, since December 2002, where he managed a multi-million pound awareness/public education budget and line-managed four departments (new media, marketing communications, design and advertising), including twenty members of staff. His role also saw him working with some of the UK's top external marketing and publishing agencies – from Saatchi & Saatchi and NOP/HPI to Zenith and Redwood.

Major projects and achievements whilst working at the NSPCC include him taking lead responsibility for ChildLine & NSPCC's repositioning, known as "Branding for Children"; the negotiations and branding around the ChildLine merger in Scotland; strategic input into the revised FULL STOP strategy; the commission, planning and launch of "Your Family", NSPCC's customer magazine (distributed through Woolworth's and currently shortlisted for a PPA – Best Customer Magazine); and the NSPCC's website's redesign (due for launch Sept 2006). His teams also won a clutch of Awards, including a Gold for direct marketing at the Cannes International Advertising Festival 2003; and a Gold for public sector advertising at Cannes International Advertising Festival 2004.

Previous work includes a year at direct marketing agency, Clark McKay and Walpole (where his wide range of clients included Porsche, London Stock Exchange, GNER, RSPB, Marbles/HFC, Gartmore Investment Management, WeightWatchers etc); eighteen months at integrated marketing, PR, media buying and consultancy not-for-profit sector agency Burnett Associates/LION (where clients included RSPB, Crisis, Royal College of Nursing etc); and two years at the RSPCA.

Chris was educated at King's College, London (BA (1st) & MA (Distinction) English and American Literature) and Trinity College, Cambridge (PhD English/American/French Literature & Drama, 1993-97), during which time, he also worked at Jimmy's Nightshelter, Cambridge; and managed to squeeze in a Harvard University Kennedy Scholarship (1995/6).

He is a published author; and enjoys sailing and walking.

## **Brian Garvey, Joint Managing Director, *nfpSynergy***

Brian joined *nfpSynergy* in November 2005 to play a leading role in the overall strategy of the organisation and to develop its bespoke project research division. He is a trained qualitative researcher with a background in social research and strategic planning.

An experienced qualitative researcher, Brian has a particular focus on researching sensitive topics. In recent years areas covered include problematic drug usage (consulting drug users, family members and service providers); life on a low income; and social exclusion, disability and ill health (focusing on the lives of people with a range of forms of dementia and their informal carers). He is a member of the Association for Qualitative Research, the Market Research Society and the Social Research Association.

Brian joined *nfpSynergy* from its sister company, The Future Foundation, where he led their work in the not-for-profit sector. During his time, Brian worked on a wide range of bespoke research and analysis projects, broadly under the following categories:

- Service provision (eg barriers to accessing dementia care services)
- Client group analysis (eg Britain's hidden poor)
- Strategy and new product development (eg national grants helpline feasibility study)
- Highlighting and encouraging best practice (eg feasibility of a confidential new product idea)
- Thought leadership (eg attitudes towards, and experiences of, the expression of emotions)
- Marketing, communications and brand identity (eg evaluation of a charity's proposed new brand identity, strapline/slogan and campaign)

Brian has a strong background in marketing and communications, having spent a number of years employed in strategic planning in London advertising agencies including Fallon and Rainey Kelly Campbell Roalfe/Y&R. This involved developing and providing strategic planning for clients including Skoda, BT, Land Rover, Quaker Oats and Umbro.

Brian has also designed and conducted bespoke research programmes around core strategy and new product development (on behalf of the Dixons Foundation); an annual monitor of ethically-motivated consumer behaviour (on behalf of the Co-operative Bank); and a study on the future implications of digital exclusion (on behalf of BT Social Policy Team).

Prior to settling in London, Brian spent several years working in America, having completed a degree in Psychology at the University of Pennsylvania. He was co-author of *Shame & Embarrassment Revisited*, published in the Journal of the Society for Personality and Social Psychology in January 2001. Initial work experience also included managing the business operations of one of America's leading student newspapers - a daily, multi-section broadsheet which was entirely student-run and had annual revenues of more than \$1.5m.