



BOON EDAM LIMITED, Management of Marketing Department

Working as a consultant and taking responsibility for the running of the Marketing Department, Roger House had seven staff to oversee and reported to the Marketing Director together with the position of non-executive position at Board meetings.

The department was very successful and through a broad based marketing mix, produced on average 400 enquiries a month at its peak. A measure of the company's success was in 1989 - winning the Anglo Dutch Award for Industry and in 1990 the King Willem II award for export.

Responsibilities included:

- Strategic planning
- Public Relations
- Media supervision, planning, design
- Production of all artwork and corporate image
- Staff supervision, including telemarketing and London show room
- Liaison with Dutch Head Office marketing department, with input to international marketing through marketing assistants and the company owners.



Roger House (left) with the Directors receiving the Anglo Dutch Award in Rotterdam.

