Category number - 22
Category name - B2B marketer of the year
Name - Debansu Das
Job title - Head of Marketing
Company - SitexOrbis
Word count (excluding headings and picture captions) - 1,070

Summary

Not only did Debansu successfully climb the career ladder once in India, he had to do it a second time when moving to the UK. This did not faze him though, and he happily worked his way up into the role of Head of Marketing at SitexOrbis.

Debansu's ingenious and highly creative ideas have helped reposition the company from simply steel screen fitters to a diverse and innovative, forward thinking company with a 15% increase in turnover in last 4 years. This was no easy ride though, because it involved marketing technological innovations to the most price sensitive and technophobic industry imaginable – the social housing sector.

Despite the challenges, Debansu has successfully helped to launch eight new products and services by using clear, eye-catching, convincing and interactive marketing campaigns, whether involving formal market research or fun Royal family lookalikes.

Time and time again Debansu's campaigns have attracted the attention of the target audience, generated leads and delivered substantial return on investment. Two clear examples here are the eMAKS and Videofied/Aura launch campaigns which delivered ROIs of ***(these details were provided to judges in the original submission but are commercially sensitive and therefore confidential)***.

Truly talented employees do not come along often, but Debansu has proven himself time after time, showing that SitexOrbis struck lucky when he came looking for work.

About the candidate



Who is Debansu and what is his role?

Debansu Das is a much liked and highly regarded employee of SitexOrbis and has been with the company for over seven years. He has worked his way up to the Head of Marketing, a role of which he has now been in for three years.

In this demanding role he has helped to reposition the SitexOrbis brand and played a vital role in turning the company's financial performance around.

Objectives and day-to-day responsibilities

Debansu has a wide range of day-to-day responsibilities which he has earned through his marketing experience. These range from strategic planning to implementing tactical activities, providing sales support to launching new products and managing internal marketing teams together and working with external agencies.

What's their background prior to working at this organisation?

Debansu was born in India, where he began his marketing career starting as Product Manager in 1996 with Phillips. This role lasted almost four years and in 2000 he moved to ICI Paint (Dulux).

In 2004 Debansu decided on a change and made the bold decision to leave India in the hope that his qualifications and extensive experience would act as a springboard for an equally successful career in the UK. Unfortunately Debansu's overseas experience and qualifications didn't open many doors, and he had to start pretty much from scratch again. Undeterred, he worked his way up once more, until he reached the top at SitexOrbis.

What training have they had (marketing and non-marketing)?

Debansu trained at the Indian Institute of Management, Ahmedabad for a Sales and Marketing qualification (MBA) comparable to a UK Master's degree. Prior to this he trained at Jadavpur University for a Bachelor in Electrical Engineering, Electrical & Electronics (BEE). Since being in the UK he has become a Chartered Marketer.

The brand they work for

Who Debansu works for

Debansu works for SitexOrbis, a specialist provider of vacant property management services working in the public and commercial property sectors.

Products and services SitexOrbis offer

We offer two main services; Property Protection and People Protection. Some of the products and services offered under these services are:

Property Protection

- Physical Security
- Monitored Alarms
- 24/7 Monitoring

People Protection

- Lone Worker Protection
- Infection Control

How SitexOrbis is positioned

SitexOrbis is the UK's leading provider for integrated empty property solutions and people protection, trusted by 1000's of public and private sector clients across Europe.

Significant career achievement

Three significant achievements or career milestones from the candidate's total career to date

1. A gap in the market

Debansu's first major achievement was when he was at ICI paints. He ran a six month programme collaborating with sales pushing ICI Dulux Satin Finish paint (A UK paint) in the Gujarat region. He found a gap in the market from 20% to 80% channel penetration and the depot became number one in ICI amongst 35 branches across India.

2. Two successful technology launches

Debansu has helped to launch not one but two successful technology products in a technophobic marketplace - eMAKS and Videofied/Aura. Both have been hugely successful launch campaigns and have achieved an ROI of ***(these details were provided to judges in the original submission but are commercially sensitive and therefore confidential)*** as well as multiple awards.

3. Repositioning the brand

Debansu has played an instrumental role in helping SitexOrbis diversify from steel screen fitters to the desired image of an innovative, forward thinking company. This helped us successfully diversify into new markets like the FM sector and new product areas - and turnover grew by 15% in the UK ***(these details were provided to judges in the original submission but are commercially sensitive and therefore confidential)*** in the last 4 years. This led to industry recognition by winning 10 awards.

Achievements in the last 12 months

Debansu has achieved a lot in the past 12 months including:

- Winning the CIM CIG Best Product Launch 2011 for himself.
- Successfully launching 8 products and services in two years.
- Finding a niche by offering clients help with legal requirements surrounding Energy Performance Certificates (something all client properties need).

Creative or original thinking in tackling marketing challenges

All Debansu's campaigns have been a resounding success and have achieved high ROI. This is due to his clear identification of customers' needs and the use of creative ideas and tactical communications:

Some of the ingenious communications and original thinking include:

- Regular customer surveys and feedback exercises to inform future strategies.
- Fun games on exhibition stands to attract customers and generate leads (see below).
- Clever use of award wins to gain credibility in sector.
- Researching products and new markets and then develops market entry and new business strategies to exploit these opportunities. One of his initiatives itself generated £0.5 million worth of business for SitexOrbis in just one year.
- Developing value propositions and defining messages for different target segments in order to successfully roll out new products and services.
- Internal communications programmes for frontline staff members through intranet, newsletter, and incentive campaigns.
- Cost effective online and offline marketing such as innovative advertising, direct mailing, press releases, speaking opportunities and deployed measurement tools to monitor the results.
- Measuring and reporting on the effectiveness of marketing and development activities so that marketing plans can be adjusted accordingly. His monitoring of return on investment proved that 80% of adverts were providing 100% ROI.
- Arranging corporate hospitality events like golf days for the company.
- Developing and maintaining the corporate website.
- Leading the sector in the use of LinkedIn and Twitter.

Photos of some of the ingenious communications and original thinking



A game involving visitors using a selection of eMAKS keys to try and unlock doors and earn prizes. This tactic ingeniously got our target audience holding and using eMAKS and thus experiencing a working alternative to conventional keys.



The winners of the eMAKS game





To attract visitors to our 2012 CIH Exhibition stand Debansu came up with the idea of Royal theme, using Royal lookalikes with whom visitors could have photos taken and receive free printed photographs in SitexOrbis frames...



....The stand was fashioned as a castle. Both to represent the Royal celebration theme and also to highlight the notion that 'your home is your castle'.

Contribution to the wider marketing or business community

Debansu has helped the wider community by:

- Coming up with the idea of helping landlords to conform to the legal requirements of the Energy Performance Certificates (EPCs).
- **Being a board member of the FORUM** - Housing Professionals Network (National Housing Federation) – voluntarily carrying forward their communication programme, organising network events and roundtable discussions.
- **Being a committee member on CIM Construction Industry Group** – contributing to the group, uplifting the marketing image by doing specific work like website, webinars and helping to share best practices.

Impact on other personnel within the organisation

Debansu goes way over and above the call of duty for SitexOrbis and his colleagues love him for his, but don't just take my word; the next section shows what some of Debansu's colleagues say:

SitexOrbis' testimonials

"Debansu's unassuming approach always means he's out of the spotlight.... His work is his passion and success through marketing his key driver in life. His ability to think outside the box and translate the business wishes into marketing of real value and return is what sets him apart from other marketeers....He has delivered our strategy through marketing and protected many people's jobs through marketing with return..." **Mark Cosh, European Sales & Marketing Director, SitexOrbis**

"Debansu has been a pleasure to work with over the last 3 years. He is extremely pro active in his role as Marketing Manager.... He is methodical in his approach to any task given.... In summary Debansu is professional and an asset to SitexOrbis." **Paul Clipstone, Corporate Account Manager, SitexOrbis**

"... Debansu combines that rare combination of competency and work ethic that gets the job done.....Thank you Debansu for your patience and committed approach to helping me and the team over the last few years." **Simon Wainewright, Lone Worker and Response Centre Director, SitexOrbis**