



Category number: 22

Category name: B2B Marketer of the year

Name: Karen Heywood

Job title: EMEA Campaign Manager

Company name: Motorola Solutions

Summary

Karen has been instrumental in adopting a data-centric approach, driving automated marketing across Motorola Solutions' EMEA operation and increasing the quality and quantity of its intelligent data. She also created a much richer vein of engagement activity that is now at the core of Motorola Solutions' B2B lead nurturing programme across EMEA. Karen's outstanding work has contributed to the doubling of sales-ready leads generated year-on-year.

Working in tough markets such as retail – where trading conditions means that investment and change are scrutinised more than ever before, she has been able to bring to life the range of solutions from Motorola, by focussing on making sure the messages are as relevant as possible for each target country within the region.

This is then coupled with a data strategy that means not only can customers be targeted for cross sell, but these customers are used to help model and identify strong "lookalike" prospects.

This is all topped off with an enthusiasm and desire to not just get results, but to push the envelope and ensure that all campaigns are delivered with minimum fuss and maximum returns (music to the ears of the senior managers and a hungry sales team)

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About the candidate



Karen joined Motorola Solutions in2011 and has been instrumental in driving automated marketing across EMEA. Starting from a truly data-centric standpoint, she is leading the way in best practice multi-channel campaigning. She excels in campaign design, copy, creative and the techniques required to bring them seamlessly together are just that. The element that sets Karen apart is the depth of her involvement with the wider sales, accounts and partner communities. This truly holistic approach and the knowledge that comes with it is delivered in a positive but understated manner – inspiring confidence without arrogance and a certainty that carries belief into a wider team.

Karen's role is responsible for the strategic planning, creation, execution and reporting of campaigns within the BMS (Business Mobility Solutions) business of Motorola EMEA, focusing on vertical markets such as retail, healthcare and field mobility.

Karen joined Motorola from Aprimo, where she was UK&I marketing manager, working on both enterprise and mid-tire markets to drive awareness and leads for their MRM platform across many different markets.

Her success in this role was key to her current role at Motorola, having being ehad0hunted directly by Motorola to join their team and take her experience and working practice to their EMEA team.

The brand they work for

Motorola Solutions connects people through technology. Businesses and government agencies around the world turn to Motorola Solutions innovations when they want highly connected teams that have the information they need throughout their workday and in the moments that matter most to them.

You can find Motorola Solutions products and services in a wide range of workplaces. From the retail floor to the warehouse floor, and from the small town police station to the most secure government offices, their products support customers who make up the diverse global economy.

Significant career achievements

1. Appointment as "editor in chief" at Motorola Solutions
2. Delivering an EMEA-wide programme at Motorola that doubled the leads for the same period of the previous year.
3. Launching the Aprimo "on demand" platform in UK&I

Achievements in the last 12 months

1. Increasing the quality and quantity of the EMEA marketing database
2. Devising and delivering a first ever multi-channel lead nurture programme across 12 territories in EMEA for Motorola.
3. Championing a content strategy that takes global (USA) content and readies it for EMEA which works on a "rework, recreate or rewrite" program to ensure the best type of content for each country for each wave of the marketing campaign. Not just engaging regional marketing managers and sales teams, but more importantly the prospects that this program targeted.

Creative or original thinking in tackling marketing challenges

Trying to cut through and get across the messages for the large range of Motorola Solutions in tough markets such as retail, is a challenge in its own right.

When you then take this challenge to a region (EMEA) and against a backdrop of a business with little data-led intelligence on their prospects and even customers in some cases (because of the challenges that all vendors see when selling through channel partners) you have an even great mountain to climb.

From the get-go of 2011/12, Karen has insisted on taking her experience and success from her time at brands like Aprimo to put data at the heart of the marketing programmes she orchestrated.

Data doesn't always sound like the obvious "creative or original thinking" for this section, but by ensuring she has worked hard to firstly get the customer database into a clean, manageable and highly segmented order, means you can really start to deliver truly relevant and engaging messaging to your audience.

Contribution to the wider marketing or business community

Karen has attended, contributed to and work on numerous marketing events. A regular at industry roundtables, she has recognised the value of collaboration with peers to help steer her success in Motorola.

Impact on other personnel within the organisation

Karen's approach has meant that she has been able to positively influence and engage a number of different areas of Motorola:

Database team

By actively embracing a data-led approach to marketing, Karen found she was pushing on an open door with this team. Her relationship with this team meant that she could deliver support and increased value and focus on an area of the business that previously had been often overlooked or left until too late in the marketing process.

Marketing managers across EMEA.

By championing not only the data-led approach, Karen has also worked hard to ensure that the marketing messaging that goes out is relevant to each territory within EMEA. This has been met with very positive response from these teams.

Senior management in sales and marketing EMEA

Karen's large Retail campaign across the region was a very high profile campaign internally. Given a rare spotlight at the annual sales and marketing conference in Vienna in January 2012. In front of an audience of 450 senior marketers and sales managers through EMEA, her campaign was showcased as an exemplar to the business.

Why should Karen win this award?

As well as recently being recognised as one of the Twenty Rising Stars of B2B Marketing in 2012, Karen has almost single-handedly led the revolution in Motorola to truly embrace a data-led multi-channel strategy, to help the brand continue to lead the market and be seen as the go-to solution provider and as importantly also to deliver sales-ready leads that show significant growth from the previous year, a key measure for any marketing operation.

Client testimonials

"Watching Karen navigate through multiple nationalities and personalities, gaining support from a sceptical sales lead and then delivering on-time, shows a stand-out talent who will help lead not just marketing where she works, but both sales and marketing, which is so refreshing to see."

David Arrowsmith, Director, global interactive team, Motorola Solutions

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