



# Emma Finn

Marketing, Communications  
and PR

### Profile

Emma is a versatile, marketing and communications leader who helps drive business growth. With 20 years' as a successful senior manager, she has both a strategic and hands-on approach. Clients include start-up and established businesses, the world-class University Imperial College, London and regional organisations, the New Anglia LEP, New Anglia Growth Hub and enterprise agency, MENTA.

Emma works across a range of business sectors including engineering, technology, health and not-for-profit. She brings her clients in-depth marketing and communications knowledge and a valuable portfolio of skills.

### Qualifications and Experience

Emma is a board member of MENTA and is qualified in Price 2 project management principles

### Some of Emma's Projects

**Client:** World renowned academic Institution  
**Sector:** Science and Engineering, Education, Not-for-profit  
**Specialism:** Marketing, Market Research, Sales

#### Brief:

- To deliver specialist business funding advice and support for a world-class university to generate leads and secure business funding for a major cultural event

#### Outcomes:

- Created compelling business proposals to attract prospects
- Spearheaded in-depth market research identifying 75 prospects and developing 15 valuable 'warm' leads
- Boosted the funding of a global technology company by almost 100%,
- Generated significant income for the client and the potential to secure substantial additional funding

**Client:** Suffolk based healthcare provider  
**Sector:** Health, Care  
**Specialism:** Marketing, Marketing Strategy

**Brief:**

- To develop a comprehensive marketing strategy to help client increase their markets and accelerate business growth

**Outcomes:**

- Led on the development of the company's vision, goals and brand values
- Advised on customer segmentation, messages, marketing channels and marketing costs to help them develop their marketing strategy
- Six months on, the company won a prestigious business growth of the year award, in Suffolk

**Client:** Pioneering Cambridge based tech start up  
**Sector:** Technology  
**Specialism:** Communications strategy

**Brief:**

- Provide specialist communications advice and support for a pioneering Cambridge-based R & D team to communicate the benefits of a new product - a complex software technology - to non-tech audiences at CEO, COO and FD level

**Outcomes:**

- Developed a suite of powerful messages to describe, position and present the software to non-tech audiences
- Tested the messages amongst a specially selected non-tech focus group