



MEMBER STORIES

EMMA LONSDALE - HEAD OF COMMERCIAL MARKETING & SPECIAL PROJECTS

DAY TO DAY LIFE

My days are varied, just how I like them, but on any given day I'm usually working as the bridge between sales and marketing, strategising how to hit revenue targets whilst still having fun with subject lines and segmentation.

As part of my projects role, it's a new task every month, but typically slotting a new piece of tech into our existing eco-system has been the norm. Recently that's been conversational AI tools, sales automation and advanced onsite analytics.



HOW WOULD YOU DESCRIBE YOURSELF?

A bit of a fixer. If someone's got a query I'll make it my life's mission to find a solution, which works great when trying to implement new streamlined processes but maybe less so when your friends ask you for train times and weather forecasts, like a walking Google.



SECRET TO SUCCESS?

Say please and thank you, and in general just be a nice person. It can be difficult to work with so many different suppliers, job functions and clients, all with their own personalities, but if you can be the person that made their day a bit better, they might just make your life easier too.

LIFE BEFORE MARKETING

I grew up on the tiny island of Bahrain, living the life of an expat who would have to jump on a plane to play netball against another team, and felt more comfortable in 50 degree heat than wearing closed-toe shoes. I've also lived in Malaysia and the exotic coast of Bournemouth before finding myself walking the aisles of BETT and Spring Fair at 21.

WHAT GETS YOU OUT OF BED?

I really appreciate the people I work with, as friends not just colleagues. When you've shared blood, sweat and tears (in the literal sense) together, it's the shared responsibility for these events we've built that keeps us going. I also go to bed at about 9pm most nights, so that helps too.

WHAT DO YOU DO OUTSIDE OF WORK?

After making the great lockdown escape to the country, I now take any opportunity to go on long walks around Sussex and pretend I'm finally finishing my gold Duke of Edinburgh award. Usually accompanied by an eager fiancé/backpack carrier and an endless cycle of friends itching to get out of London for a weekend too.

FIVE WORDS AS TO WHY YOU LOVE THE INDUSTRY

Every wall is a door.