

Seventy heads are better than one

Earlier this year Nigel Wright collaborated with students from Newcastle University Business School to assess future international locations for the business. >>



Students taking the International Marketing module as part of the Advanced International Business Management Dual Award MA/MSc

are encouraged to complete a marketing plan for a 'live' case study company or product. This year Nigel Wright submitted a brief asking for assistance in identifying new international markets to expand into, and was delighted when 70 students completed in-depth reports, following a three month research process. Ian Scott Bell, Group Head of Marketing at Nigel Wright commented; 'The reports produced were insightful and addressed the academic

principles of business development in a real-life context. I was particularly impressed with the quality and rigour of the research and am thankful to the students who agreed to formally present their work at the end of the project, which they did in a thoroughly professional way. I felt the process was straightforward and I will definitely incorporate the findings in our business planning processes. It was very interesting to see how the process was split into cultural risk (or fit) and economic risk (or opportunity); some unexpected markets were well argued and we also gained new insights into markets we have already been considering.'

Nigel Wright selected in Børsen's 'Gazelle 2013' list

Nigel Wright has been selected in Børsen's 'Gazelle 2013' list. The Danish daily business newspaper publishes its Gazelle list every year to showcase Denmark's best performing companies. To qualify, a business must have experienced 100% growth over four years. Nordic Director Lars Herrem commented, "This is great news for our Danish team."

Following our 'top ten' position in Økonomisk Ugebrev's 2011 analysis of the Danish search industry, this recognition from Børsen confirms that our business has continued to perform strongly amidst difficult economic conditions, during the last two years."



Located in Copenhagen, Nigel Wright Denmark works with leading consumer brands in the Nordic Region to identify senior level executives. Some of its most notable clients include Carlsberg, Danone, Red Bull, Samsung and Mars.

Nigel Wright Foundation update

The Nigel Wright Foundation was formed in 2006 and currently consists of a committee made up of Nigel Wright Employees. >>

Since its inception the Foundation has given over £85,000 to charitable causes. During the last five years the Foundation has also established partnerships with other community groups, providing donations to local charities. Recent matched employees' fund raising efforts have included Great North Runs, Movember and Children in Need. In 2012 the Foundation decided to focus its efforts on

"This month, Movember is once again a big focus for the Foundation and already Nigel Wright staff across Europe have some pretty impressive moustaches to show for their fundraising efforts!"

supporting two specific charities chosen by the committee - Keyfund and Over The Wall. Keyfund works predominantly with young people with learning difficulties helping them to build their confidence and develop skills to enable them to play a positive role in their communities. Over the Wall is a children's charity that organises 'life changing' camping trips for children aged between 8 and 17 who are affected by serious illness and their families. Both charities have since received £7,500 donations. Since the last edition of Consumer Focus magazine, over £5,000 has also been donated to other charities and organisations.