

## **North East E-update August 2014**

**Welcome to our August E-Update. In this edition, read our interview with Quorn's CEO, Kevin Brennan, and find out how much you're worth in our North East Salary Survey.**

### **Executive Interview – Kevin Brennan, CEO of Quorn**

We caught up with Quorn CEO Kevin Brennan who tells about the key factors behind the brand's meteoric rise, as well as his thoughts on the big trends emerging in the food industry and why traditional advertising is still the driving force behind successful FMCG brands.

To read the full article, [please click here](#).

### **Employer Branding Today**

Today, over 59% of employers say that employer branding represents one of the key components of the organisation's overall HR strategy. Does your organisation have a strong employer brand?

[Click here to read our article](#) about the current trends and thinking in employer branding.

### **2014 North East Salary Survey**

[Click here to download](#) the report which highlights the most up to date remuneration and benefits data for those working in the North East region.

### **Contact Us**

**Newcastle Office: 0191 222 0770**

#### **Sue Ormerod – Associate Director, North East IT**

[sue.ormerod@nigelwright.com](mailto:sue.ormerod@nigelwright.com)

#### **Peter Neal - Associate Director, North East Executive**

[peter.neal@nigelwright.com](mailto:peter.neal@nigelwright.com)

#### **Ben Debnam - Managing Consultant, North East Sales & Marketing**

[ben.debnam@nigelwright.com](mailto:ben.debnam@nigelwright.com)

#### **Sue O'Donovan – Managing Consultant, North East HR**

[sue.odonovan@nigelwright.com](mailto:sue.odonovan@nigelwright.com)

**Richard Morgan – Managing Consultant, North East Finance**

[richard.morgan@nigelwright.com](mailto:richard.morgan@nigelwright.com)

**Lisa Taylor - Managing Consultant, North East Manufacturing & Engineering**

[lisa.taylor@nigelwright.com](mailto:lisa.taylor@nigelwright.com)

**Peter Stephenson - Senior Consultant, North East Supply Chain & Procurement**

[peter.stephenson@nigelwright.com](mailto:peter.stephenson@nigelwright.com)