

Steve Davey

personal profile



With over 24 years business experience up to Board level, Steve has a track record of driving business growth through innovative and well targeted marketing initiatives.

Before launching professional services marketing agency, Smartcomms 4 Business, in 2005, his career involved delivering key marketing projects for major brands such as Bausch & Lomb, Cadbury Schweppes, Peugeot, Royal Insurance, Roche Diagnostics, Smith & Nephew, Lanes Healthcare, World Books, Safeway and Readers Digest.

Marketing for Professional Services

Smartcomms 4 Business is focused primarily on marketing for the professional services, with key sectors being Solicitors, Financial Services and Healthcare - including Dentists, Vets, Opticians and other medical practices.

Core services offered are **marketing strategy, branding, media planning, copywriting, PR and project managing specific campaigns, whether advertising, direct marketing, newsletters, digital or social media.**

As our marketing consultant, Steve provides valuable advice and support not only with our exhibition planning but also our ongoing requirement to recruit healthy volunteers for clinical studies. His media and advertising knowledge, including regional newspapers and on-line banner advertising, and experience are invaluable, saving us considerable time and unnecessary cost."

Jonathan Kingslake, Chief Operating Officer, PIVital

Qualifications & memberships

BA 2:1 in Social Sciences (Law)
HND in Business Studies (Marketing)
Member of IDM (Institute of Direct Marketing)
Member of PSMG (Professional Services Marketing Group)
Member of The Best of Exeter
Member of The Business League
Member of Exeter Business Network

"Steve has helped us plan and establish our new brand identity together with achieving consistency across all media and client communications. His professional approach and experience have been invaluable."

Alison Foster, Assistant Practice Manager
Boyce Hatton Solicitors

Consultancy & agency achievements

- Launched new solicitors practice in less than six weeks, to include marketing plan, services brochure, website, PR, page advertising and e-Marketing.
- Conducted 'best customer' focus groups for veterinary practice which shaped new, business generating initiatives (re-brand, profile building PR, website and an innovative customer contact strategy).
- Guided a leading dental group through a re-branding initiative - repositioning the practice as a centre of excellence to reflect its clinical expertise, specialist dentistry services, dentist training and mentoring services and the practice's 'state of the art' technology.
- Pioneered the launch of an innovative Virtual Marketing Director 'sister business' (www.springboardvmd.co.uk) - offering marketing advice via telephone and email for a monthly subscription - alongside a partner marketing agency.
- Eight years working at Account Director level for a 'Top 20' UK Marketing Agency delivering Direct and Digital Marketing and Internal Marketing campaigns for major brands.

Smartcomms 4Business Ltd

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