

Biography for Stuart Noton

Mini Biography

In 1995 I joined the UK arm of Butler International a \$500million US resource and staffing agency, as a graduate trainee Recruitment Consultant. I also managed their IT systems.

After seven fantastic years at Butler, I was headhunted by one of my key customers, a specialist CAD/CAM software and IT systems vendor. There, I gained enormous insight into positioning high value software and hardware products alongside related services into many industries including, Industrial Design, Automotive, Education and Medical.

By combining my IT experience with the sales and subsequent marketing expertise, I began to develop into digital marketing, particularly focussing on email marketing, SEO, SEM and PPC campaigns.

Since "going it alone" with the formation of Business Vitamins UK Ltd in 2006, I have found the knowledge and experience gained in the competitive and fast moving high-tech and software markets has been invaluable, helping me to deliver real benefits to customers in many different sectors.

Trivia (date order)

"Escaped" from pre-school aged just 3 1/2 , found over a mile away having successfully negotiated a zebra crossing across a busy main road.

My first car was a 1986 beige Rover 216s, bought 1991. Thanks Dad.

In one meal at a Floridian fish restaurant in 2000 I ate 5 new foods, including 'gator bites, crab, snails, lobster and mussels.

Fulfilling a life long ambition to have a car with pop-up headlamps, I was the proud owner of a Ford Probe 24v mk2, in silver.

To the stunned amazement of my now wife, I actually produced real tears when I sold the aforementioned vehicle after only 18months – company car forced reluctant sale.

My least favourite food would be garlic mushrooms served with cauliflower cheese.

