

Biography for Selina Noton

Some people just know what they want to do with their lives. I guess that I'm one of those lucky people. For me, working in Marketing was an obvious choice. Even as a child, my mother noticed that I paid more attention to the adverts than the programmes on TV. I'd look from the car window at the huge billboards decorating street corners with glamorous models. I'd stare with amazement at the size of the posters and the vibrant colours of the products being advertised.

Some years later, I'd graduated from University with a degree in French and European Studies and had just begun the soul destroying task of searching for a job. But I didn't want any old job. I'd been a waitress in a Little Chef and it wasn't for me. I wanted to enter the alluring world of Marketing. Not that I really understood much about it at this point you understand, but it sounded sensational. Not even after a couple of months of making tea in an advertising agency could put me off. In fact, it just added fuel to the fire. Once I'd seen the power of a well-executed marketing campaign first hand, I wanted in.

Since then, nothing's changed. In time, I made the move from an agency to working as part of an in-house team. I've now worked in Marketing Management for the best part of fifteen years: For major manufacturers like Volvo, Fluke and Textron as well as service providers like architects practices. I've managed multi-million pound budgets and created award winning campaigns. And I've loved every second.

It only seems five minutes since I began my career, but who am I trying to kid? I can't call myself a spring chicken anymore but fortunately, with age comes wisdom. I've spent time working in the UK and overseas too, which means I'm aware of the importance of cultural differences. I've wrestled with language barriers, differing work ethics and the joys of exhibition hall food the world over. Having been an employee, I've faced the challenges of answering to tough bosses in challenging economic climates.

I've had to justify my existence and make the numbers add up. Having been a supplier, I've bowed down to the client, who is always right!

Then a couple of years ago, I began to notice an increasing number of my friends getting in touch for advice when it came to marketing their businesses. People would corner me at parties to pick my brains. A local school had even asked me to give a presentation to their Business Studies class. And it felt good! Maybe the time was right to start passing on what I knew on a more professional level?

With a husband who is also an avid Marketing advocate, it seemed perfect for us to set up in business together. We both had experience and knowledge of our subject, so the idea wasn't completely off the wall. Fortunately, I didn't have to twist his arm too hard. He liked the idea and Business Vitamins was soon up and running. Since then we've never looked back. I still watch the TV adverts more than the programmes, but now it's purely for professional purposes... well, most of the time!

Selina Noton is a Director and Co-Founder of Business Vitamins UK Limited. She is also a member of the Chartered Institute of Marketing.