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MARKETING PROFESSIONAL TO AID EXPANSION PLANS

AMESBURY company CCR Data has taken on a marketing professional from the arts field to help it continue its expansion. The Royal Mail accredited data cleansing bureau and mailing house, set up eight years ago by Henry Sykes and Edward Spicer, has appointed Rachel Hunnybun, who has worked in arts marketing for more than six years.

Ms Hunnybun started her career at Salisbury Playhouse before moving to Salisbury Arts Centre, where she played a key role in the run-up to the current capital project refurbishment. Sales and Marketing Director Mr Spicer said 2004 looked set to be another record breaking year for the company as a result of the focus on the marketing function following success in the charity and retail sectors.

"New strategies have been put in place and direct marketing has been put into practice to increase the company's national profile and attract new business."

Mr Spicer said he wanted to bring a fresh angle to the business by bringing a marketing professional into the sales team.