

# Sharon Phillips, *VP, Business Development*



**Sharon has over 25 years of experience in the marketing and public relations industry, running successful businesses both in the United Kingdom and the United States. Specializing in numerous vertical markets that include healthcare, she has helped many blue chip companies raise their corporate identity and brand awareness.**

Sharon started in the marketing department of Elizabeth Arden Head Office and assisted in running the sales promotions across the UK. Having experience on the client side, Sharon then moved to the agency side and held positions in some of the top advertising agencies like Grey and below-the-line agencies, such as Directional Design & Marketing. Her clients included Lloyds Investment Bank, Royal Mail Stamps and Unilever.

In 1990, Sharon started her own marketing consultancy and specialized in providing PR, Event and Trade Show Management for the IT, Data & Telecoms industries. Her passion for technology and inquisitive mind has helped her understand the highly technical products that her clients have created.

## **Most Memorable Moment**

Many memorable moments in my life, but apart from getting married to my soul mate, and having two loving daughters, I will always remember the day when John Evert of The Evert Tennis Academy tells us that our younger daughter had a place in their Junior Elite Program,

which meant leaving London and emigrating to Florida. Our lives changed overnight.

