



About LW Marketing

LW Marketing was formed in 2008 to provide specialist marketing support to small and newly-formed hedge fund and investment management companies.

With many years experience working in a variety of marketing functions, we aim to provide you with the knowledge and expertise to ensure that your company is projected in the best possible light. Our broad skill-set enables us to provide support in a wide range of areas.

Whether you require assistance with branding, producing literature, creating PowerPoint presentations or setting up a website, we can work with you to produce a result that best reflects your company's image.

Why Us?

As a small company ourselves, we understand the challenges that you face meeting deadlines without costs going sky-high. We can find ways to achieve what you want at a price to suit your budget.

Perhaps you need an experienced marketer for a day, but don't want to pay an agency for the privilege or maybe you simply need assistance putting together a PowerPoint presentation for an important client meeting. *Whatever your requirement, talk to us and we will do our best to help you.*

Key Benefits:

- Flexibility - *our broad skill-set enables us to help or advise, whatever you require*
- Accuracy - *by understanding your objectives we will find a solution that's right for you*
- Speed - *we will help you achieve what you want, when you want it*
- Convenience - *a marketing specialist when you need one without having to employ someone full-time*

"LW Marketing will work with you to produce results that you can be proud of - and we'll do it quickly"

Services

If you need to create a brand, website and the accompanying suite of literature, you need a company brochure or PowerPoint presentation, or you just need help at quarter-end with all of your literature updates, LW Marketing can provide support on an hourly or daily basis.

Working from our office in West Berkshire, we offer assistance in a range of areas:

- Branding
- PowerPoint presentations
- Literature (*brochures, factsheets, sales aids*)
- E-marketing (*web, campaigns*)
- RFPs
- Performance analysis
- Database management

Our People

Lisa Witham's career in asset management began in January 2001 when she joined the sales and marketing department of Jupiter Asset Management. After a number of years undertaking various marketing and sales support roles, Lisa joined Barclays Wealth Management as a Sales Support Manager.

In 2006 she joined Millennium Global Investments Limited where she was Marketing Support Manager and responsible for the management and delivery of the entire marketing effort which included RFPs, literature production, presentations, factsheets and client reporting. She set up LW Marketing in April 2008.

Lisa graduated in 1997 with a BEng (hons) Mechanical Engineering from the University of Reading. She holds the Investment Management Certificate (IMC).

If you would like further information or an informal chat about your company's marketing effort, please do not hesitate to contact us:

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