



Andrew Davies – Marketing Manager, South Wales Evening Post

Being an experienced Advertising / Marketing professional Andrew will certainly be a familiar face to many businesses in the Swansea Bay area.

A career in Advertising and Media started with him joining the South Wales Evening Post's parent group Northcliffe Newspapers in the late 1980's working in Swansea, before moving internally on to the Carmarthen Journal as Advertising Manager, and again within the group to the Gloucestershire Echo in Cheltenham in 1994.

A move away from Northcliffe saw Andrew join the Newsquest Newspaper Group in 1996 where he became the Advertising Manager for the Daily Echo in Bournemouth.

Returning "home" to South Wales with Newsquest, he firstly managed West Wales Regional Newspapers in Haverfordwest, Cardigan and Ammanford, before moving over to the South Wales Argus in Newport.

In 2000 he left the Newspaper Industry altogether and moved to Clear Channel Outdoor, the world's largest Outdoor Media company, where he worked for nearly 8 years as Regional Sales and Marketing Manager for the North West, the Midlands, Wales and the West Country.

"Managing and achieving an annual budget of £3m for Clear Channel was challenging – and having a sales team spread from Liverpool to Reading, and from West Wales to Southampton was an even greater challenge given that I am based here in Swansea"

Having now come full circle and back to Northcliffe and the South Wales Evening Post 12 months ago. Andrew is now in the role of General Advertising Manager, with Category responsibilities which include Classified Private and Trade, Recruitment, Business, Digital, Property and Motors.

"My role here at the Evening Post combined with current market place conditions has thrown up many challenges over the past 12 months. The global economic downturn has affected nearly every business in the UK and ours is no different, but Swansea is a unique place to work, live and

socialize in, and the spirit I've witnessed in the business community over the past few months has been remarkable. So many businesses have stayed positive through this period of uncertainty, and I remain confident that the city can accelerate out of the recession when the grey clouds finally blow away“.

On a personal level, Andrew is 44 years old, married with three children and living in Killay, Swansea. Spare time is spent cycling with the children, improving slowly but steadily on the golf course, and at the Liberty Stadium following the fortunes of the Swans.

Wyn Jenkins – Editor, Swansea Life and Swansea Bay Business Life

Wyn Jenkins, now editor of Swansea Life and Swansea Bay Business Life, has worked on and edited mainly business and financial magazines for more than 10 years.

After working for seven years in London at Euromoney Institutional Investor, he returned to Wales in 2005 to edit the recently launched Wales Business Insider.

He moved to Swansea in 2007 to edit Swansea Life and Swansea Bay Business Life, both now under the ownership of South West Wales Media.

Topic: Business journalism and the mechanics of the printed media