

JAMES DIXON

Marketing Manager UK&I

James is an experienced marketing professional, with over 12 years' experience in the IT industry, with a proven track record in strategic marketing planning & implementation, effective sales and marketing communications, project management, revenue generating marketing campaigns, brand identity & awareness, database management, e-marketing (SEO, PPC, Social Media, e-newsletters, website management), business partnership development, team building and mentoring.

James studied Marketing at Birmingham University for 4 years before undertaking his first executive role at Westcon UK Ltd, the distributor of leading-edge networking technology products. James's main role involved implementing the marketing plans for a number of Westcon's leading vendors such as British Telecom, Nortel Networks, Extreme Networks, 3 Comm and Packeteer. James also provided marketing support and guidance for a number of the vendors leading resellers, which was predominantly around revenue generating campaigns.

After 2 years James moved into the IT Training industry and has never looked back with over 10 years' experience under his belt. James joined Fast Lane in February 2010 and is ultimately responsible for implementing Fast Lane's vision through a highly strategic marketing plan that covers all areas of the marketing mix.

Outside of work James enjoys playing rugby, golf and going to the gym.

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