



making the difference

Dynamic Advertising Group welcomes new member

We are delighted to announce that Susan Beck has joined Dynamic Advertising Group on a part-time basis as a senior project manager.

Susan has been working for one of the largest public sector management consultancies in the UK and joins Dynamic with a proven track record in the delivery of strategic network solutions and considerable road safety expertise.

Jan Deans, Group MD for Dynamic Advertising says;

"Susan is highly regarded by her peers and colleagues and we are thrilled to welcome her to the Dynamic team. I was prompted to contact Susan when she was recently appointed to the position of Chair of the RoSPA Road Safety Advisory Group (RSAG). Susan and I worked closely during 2001 to 2004 on the national safety camera programme when she was appointed by the DfT as the national communications manager in England and Wales. Susan joins the Dynamic team at a very exciting time of company growth and development."

Jan goes on to say;

"Susan will add her particular flair and passion across a wide range of social marketing campaigns providing Dynamic Group with a reliable pair of hands as well as a project specialist for our valued new clients in the South. Susan's particular strengths are in developing and maintaining relationships with clients and stakeholders as well as becoming an ambassador for the Dynamic brand."

Susan Beck says:

"I am delighted to join Dynamic and I am really looking forward to working with the team. For the last 3 years I have been providing consultancy support to the Highways Agency across a wide range of network projects. This has also involved supporting emergency service providers and local authorities when projects have required strong leadership and solutions to complex, multi agency projects."

Susan goes on to say;

"I am passionate about my work but I am particularly passionate about road safety and joining Dynamic will enable me to re-engage with road safety professionals and colleagues I have worked alongside for many years. I am looking forward to introducing them to new and innovative campaigns and I very much look forward to supporting Dynamic with that in mind."

Dynamic Advertising Group offers social marketing support and expertise based on thorough research and evaluation and the Dynamic team are passionate about delivering highly positive and measurable outcomes in a cost effective way.

For more information contact Jan Deans on 07980 851 360.