

## CLEAR People

# Ben Shuttleworth

## Head of Corporate Marketing



### What is the best thing about being part of the CLEAR Group?

There is a real feeling of progression at the Clear Group, nothing stands still. The company is growing at pace and that brings new challenges and opportunities, and we are always looking to improve. In my role, I get to work closely with the new businesses that we acquire, work with new people, their differing skills and the brands that they bring to the table. Working out how best to integrate those qualities into the group so that everyone, especially the clients, benefit is really rewarding.

### How do you define your role at CLEAR?

Head of Corporate Marketing... In short, making sure that the world knows how good the Clear Group is... in reality, I look after an amazing team of marketers with a number of different skills and responsibilities, including content writing, communications, digital marketing, events, and making us look great!

### What is your CLEAR journey?

I first joined Morrison Insurance Solutions, a Clear acquisition, as a Sales & Marketing Support Apprentice in 2012. In that time I have been named Warwickshire Apprentice of the Year, achieved my Cert CII, qualified as an Associate of the Chartered Institute of Marketing, attended multiple leadership courses and now growing a team of marketers to support the whole of the Clear Group.

### What is the best thing about your team and branch?

The team of people I work with really care about what they do and each other, everyone rallies around to support each other, especially during the busy periods, and we all like to have a good laugh.

### What do you bring to the party?

I genuinely care about what I do, and most of all I love to help people and make them feel good. If I can't do that then you will find me with a frown on my face!

### If you were hosting a fancy dress party, what would the theme be?

For my last big birthday, I hosted a fancy dress party. The theme was 'things I wanted to be when I grow-up'... naturally, I was a Marketer... just kidding, I came dressed as Postman Pat!

