

Nelson Croom expands marketing support

Nelson Croom has appointed Victoria Clarke as marketing executive. She joins a team expanding to meet the needs of its growing list of customers and their diverse group of professional learners.

Victoria brings a range of experience to work across the company's bespoke and portfolio products. She has six years' experience in publishing and bookselling, most recently as Library and Academic Marketing Manager for Continuum Books. Her background is of particular relevance to Nelson Croom's publishing clients which include Blackwell, Wiley, Hodder and the Octopus Publishing Group.

"I started working for Hammicks Bookshops in 2000 as bookseller and promotions coordinator before moving to TSO in 2002," explains Victoria. "I was then eager to see the other side of the book industry and joined Continuum in 2003. Initially I worked in marketing services before moving over to academic marketing. Having helped develop a product information system and a new website, I've always been fascinated with effective online content. I am very excited about taking this experience and driving the marketing programme forward for Nelson Croom."

The appointment reflects the ambitious growth plans of Nelson Croom, which has grown by 50% in the last two years. This key new role will enable Nelson Croom to build its relationships with its core communities of professional learners. The announcement follows the appointment of Helen May in August 2006 as Business Development Manager.

"As we expand our portfolios of courses and our partnerships with leading professional bodies, it is great to welcome a real professional with a track record in creating relationships with communities." Alan Nelson, Managing Director, Nelson Croom.

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Notes for editors:

About Nelson Croom

Nelson Croom creates and publishes online learning courses. We work in partnership with companies, professional associations and other organisations. We believe that learning works best when it engages and motivates people. Different people learn in different ways, with different levels of learning and knowledge. In a Nelson Croom programme the learner is always in charge of what they do and how they do it.

If you would like to find out more about the latest team developments or to receive regular news from Nelson Croom, contact:

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