

stitch

With a somewhat hybrid background starting in journalism, then as a media planner and finally in a full service agency, business development was more a role I fell into than one I went looking for. As is the case I'm sure for many people with an intrinsic nosiness about how the business is operating around them and ultimately the key drivers to making it grow. All of that said, this is still one of the most widely misunderstood functions in any company.

The first recruitment consultant I met with pulled me up on using the term 'business development'. He brashly went about correcting me that it was better to call a spade a spade but if it made me feel better to avoid the word 'sales' then, and I quote verbatim, "fill your boots love". That was the end of that meeting.

So basically, not only is business development misunderstood, so too is the not insubstantial difference between selling an idea and a thought process versus flogging some double-glazing or a few boxes of baked beans. Disparaged and tired on a Friday afternoon I ambled into the Blossom offices. Their professionalism, thought process, knowledge of the industry and relationships with their own clients instantly captured my attention and revived my enthusiasm for finding the right role. Not to mention the unique offering of training for the initial month to help strategise, plan and begin to implement a new business plan.

From that point on it was pretty much plain sailing. Stitch were the first company I met with. An incredibly dynamic boutique design and advertising agency in Soho with an intrinsic belief that creative brilliance and commercial success can never be mutually exclusive along with an enviable client list wowed me immediately. I was thrilled when they offered me the job.

I would encourage anyone looking for a new role to head straight to Blossom. Having spent a month with them, their expertise in the industry is second to none, their ability to develop your skill sets at whatever level is impressive and most of all they're just a really nice bunch.

Thanks for all your time, help and patience.

Stephanie Collier
Business Development Director