

Proud to be EG

Geoff Thomas

Group training manager



Geoff has been with EG since 1994. His current role is sales enablement which allows him to utilise all those years of market knowledge, domain knowledge, expertise and experience to share with both the sales and customer success teams.

How long have you been working at EG and what does your role involve?

I have been with EG since 1994 (26 years), we had just acquired the magazine from the Wilson family working at owner-occupied offices in Wardour Street and Mark Kelsey was publisher.

My current role is a new one for the business: sales enablement – utilising all those years of market knowledge, domain knowledge, expertise and experience to share with both the sales and customer success teams and helping all other departments understand how the market works and giving insight into how users engage with our products. So internal training is a key

part of the role as well as ensuring users have uninterrupted access to Radius.

Describe your typical workday

It may start with a call to Alex and Rob, the Radius sales managers, to discuss documentation to enable the sales team to understand a new release or an overview to send out to customers. Then a call with the Customer Success team to review their training sessions

they are helping me with a mailing or I am helping them with checking copy or explaining how a niche segment operates. Then a training session with any new starters or working on a specific proposal with a member of the sales team, followed by liaising with Tech Support if a customer can't get into Radius. The day's last task could be working with the data team on the strength of data for a bespoke



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the previous week and answer the inevitable customer questions arising from those sessions. Next a call with Joe, to discuss product development and feed into how our customers engage with our data to help shape or tweak a forthcoming release. I may then have a call with marketing as either

data opportunity or starting work on producing the document for Alex and Rob we discussed at 9am!

What inspires your work?

My vision is all about collaboration and alignment, which I am central to in terms of single-voice messaging, ▶

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▶▶ and the pivotal role I play has brought that vision to reality. We are so much more cohesive as a business, with departments working closer than ever before and despite unprecedented times I genuinely feel this has accelerated faster than I ever imagined.

What sets EG apart from its competitors?

A number of different aspects – our heritage has always been important, our generosity in tough times, pure talent – we have a fantastic recruitment system, our customer service is second to none and all teams are well managed and people and products well developed.

As an ambassador for the brand, what does the EG brand mean to you?

EG was around long before any of us joined – it will still be there long after we've all left, so during our short time here we have a responsibility to look after it, shape it, support our customers the best we can and be proud of what we are doing and who we are working for.

What has been your biggest challenge/success at EG?

Challenges arrive every day in different shapes and sizes, which we always overcome, sometimes through skill but also resilience. The pandemic being an example of everyone pulling together and the next phase will be navigating the recession. I have been through two major recessions before this one and EG does tend to come out stronger –

What makes you proud to be part of the EG team?

I've been here a long time and teams constantly evolve, change and responsibilities shift – as our overall objective is to improve, be more efficient and ultimately better, EG has migrated seamlessly from being a pure paper product to being a huge data-driven organisation. Far more than that is we still retain and respect the weekly



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the market will need us even more. My biggest success is people-related, seeing people I've trained go on to be successful themselves. There are a couple of examples of people I've recruited and trained who are still here at EG, making a real difference and now at director level – that makes me proud.

publication, still highly valued by our customers, but have taken the market with us on a digital journey – now offering a mix of advertising, content in different formats, the opportunity to slice and dice data and the best analysis to support the market – that makes me proud too. ■