

## **Jennifer Langlands**

*Proposition Manager, Corporate Proposition, Standard Life*

With a strong financial services background of seven years' experience, Jennifer Langlands was doing well enough in her career, but a period as Customer & Market Insight Analyst, Corporate Risk Marketing at AEGON Scottish Equitable gave her a taste of broader commercial life. She was required to analyse competitor activity among other things, and developing an understanding of their strengths/weaknesses gave her an insight into how her company could do better. This was one of the triggers that prompted a move into marketing. Jennifer recalls: "It was a natural step for my existing skills. I also wanted to make a difference - I enjoyed account management but wanted to help shape what we did".

Although Jennifer was an industry expert, she was aware that progression in marketing would mean strengthening her theoretical knowledge. Over the next six years, she worked her way through each level of the CIM marketing qualifications in turn, achieving the Professional Certificate in 2008, the Professional Diploma in 2010 and the Postgraduate Diploma two years later.

She now keeps up to date by becoming a Chartered Marketer and regularly undertakes

The logo for Standard Life, featuring the words "Standard Life" in a bold, dark blue sans-serif font. A yellow triangle points upwards from the top right corner of the word "Life".

Continuing Professional Development (CPD) activities. This year, she was promoted to Proposition Manager, Corporate Proposition at Standard Life, based at the Head Office in Edinburgh. Her responsibilities include designing, developing and implementing high quality proposition developments, processes and features that satisfy customer needs, are aligned to business objectives and the wider marketing strategy, and make a significant and tangible contribution to the overall business line profitability.

Jennifer works on several projects at any one time, each at different stages in the development cycle. This could include leading and/or representing cross divisional projects on behalf of Product Management. She enthuses: "My role is very exciting as it allows me to combine all the Insight, Proposition Development/Management and Retention skills that I experienced in my previous roles and also utilise the knowledge I learned during my studies.

"My qualifications have helped me gain confidence in my marketing ability and helped me to achieve my new role. I regularly use the tools and feel able to take a step back and think about what different tactics/strategies I could use. I would never have been able to do this as efficiently if I did not undertake each qualification. Having a strong financial services background, it was also useful to understand what different approaches companies in other industries were taking". Jennifer also benefits from the strong network she built during studying.

The aspect of marketing which motivates Jennifer the most is that it puts customers at the heart of the organisation. She feels she has benefited from working with some highly customer-focused colleagues who were able to balance the needs of customers and the commercial demands of the business.