



Helping marketing, BD and
bid teams address capacity
and resource challenges



CAPACITY
BOOSTER

How we can help you increase your capacity

Managing capacity in your team against the often unpredictable demands of the business is tough and recruiting people that have the right skills and expertise can be a long-winded process in today's competitive market.

That's why we've created Capacity Booster.

Some of the problems we can help you overcome



“If only we had the time”

As your team balances the demands of responding to your internal clients, it can mean there are projects and initiatives that get shelved. We can help you get those projects delivered.



“We’ve got an emergency”

If you've had a key member of the team leave or they are off for a prolonged period, we can step in and keep things moving, supporting you and your team quickly and without hassle.



“We don’t have the expertise to deliver it”

Perhaps there is a project or an initiative that you don't have the expertise to deliver? Our team has a great deal of experience, skill and knowledge across most marketing channels and areas of business development.

What we can deliver for you and your team

Marketing and communications

- Marketing plan development
- Content writing
- Campaign design and delivery
- Digital projects – e.g. web development
- PR and communications
- Events design and delivery (virtual and in-person)
- Social media design and management
- Design and desktop publishing

Business development

- Business development planning
- Market research
- Creating target lists
- Lead generation
- Key account planning
- Sales / marketing collateral
- Client listening

Bids, pitches and proposals

- Bid and tender writing
- Creative bid and tender design
- Pitch and proposal documents
- Bids and tender process design

Flexible fee options

We understand that to manage your budget you need clarity on what you are paying for when it comes to working with external suppliers. That's why we've created a flexible charging structure that can be tailored to exactly what you need and one that comes with no hidden fees or surprises.

Pay as you go

Some of our clients prefer to work with us on a flexible basis. We agree a day rate up front that is then fixed and time can be booked with our team as and when you need it.



Project-by-project

We can also work with you on a project-by-project basis whereby we work through your brief to understand what is needed and then agree the fee upfront to deliver exactly what you need.

A bit about who we are

Our founders, Stephen Timmins and Alex Footman, are lifelong friends, having grown up together in Worcestershire.

After school they studied at separate universities in Birmingham, and then went on to have successful careers in senior marketing, business development and bid roles, for a range of organisations including global banks, AIM-listed businesses, and some of the largest contractors in the UK.

Having gained over 40 years of combined experience, Stephen and Alex saw an opportunity to create a unique business - one that combines marketing, communications, business development, and bid services.



Our values



COMMITTED

We only take on projects where we can deliver an impact.



LOGICAL

We keep things simple and uncomplicated.



INNOVATIVE

We bring new ideas to drive creativity into projects and programmes.



PASSIONATE

We are passionate and driven people and love what we do.

Businesses we have worked for and with:

Gateley /



Meet our experts

Alex Footman

Marketing and business development specialist

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Alex is a marketing professional with over 20 years experience having built and led marketing and business development teams in some of the UK's leading financial and professional services businesses. He has vast experience across all marketing channels and has designed and delivered marketing plans, campaigns and projects for global banks, AIM-listed law firms, and advisory businesses, supporting teams in the UK and in several global locations.

Throughout his career, Alex has delivered marketing and business development campaigns to drive new client acquisition, launched new brands to market, managed and delivered PR and communication and thought leadership programmes, led digital development projects, and launched new propositions to market. Alex specialises in supporting marketing and business development teams in delivering high-quality work in an efficient manner.



Stephen Timmins

Bids and business development specialist

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Stephen has more than 20 years experience in business development and bid management. He has led teams to secure over £1 billion of new contracts across both the public and private sectors. Since 2005, he has managed bid teams within several of the UK's largest contractors, in social housing maintenance, facilities management and construction sectors. In 2021, as Head of Bid Management,

Stephen led the bid team for one of the UK's leading contractors to achieve a 70% growth in revenue with wins totalling £176 million secured through competitive bidding.

Stephen specialises in supporting teams to deliver a range of bids, often against tight timescales and demanding technical briefs.





STEPHEN
ALEXANDER