



## Capability Statement Q4/20: Wells Park Communications

This is Nick's 20<sup>th</sup> year providing world-class editorial and content creation to enterprise and funded startups alike. He offers exceptional value by bringing top agency-grade thinking to B2B content projects: the ability to assimilate complexity and communicate it effectively.



### Clients and Sectors

Technology	Healthcare	Professional Services	Civils & Infrastructure	Finance & Fintech

I work direct-to-client and also with some of the UK's leading B2B strategic agencies. I pick my agencies carefully; all of these have won awards and are known for their innovative thinking and relentless client focus.



JP Creative



Look Touch Feel



Ascendant



ModComms



CommsQuest

### Skillsets

Strategic	Editorial	Production	Marcomms
<ul style="list-style-type: none"> <li>Content Strategy</li> <li>Editorial Strategy</li> <li>Bids &amp; Tenders</li> <li>Tone of Voice</li> <li>Messaging &amp; Personas</li> <li>Value propositions</li> </ul>	<ul style="list-style-type: none"> <li>Thought leadership</li> <li>Collateral</li> <li>Interviews</li> <li>Blogs and articles</li> <li>Press releases</li> <li>Web content</li> <li>Email marketing</li> </ul>	<ul style="list-style-type: none"> <li>Podcasts</li> <li>Animations</li> <li>Explainers</li> <li>E-learning</li> <li>Internal Communications</li> <li>Site delivery strategy</li> </ul>	<ul style="list-style-type: none"> <li>Award Applications</li> <li>Conferences &amp; live blogging</li> <li>Online event coverage</li> <li>ABM/DBM engagement</li> </ul>

“Nick has been my trusted go-to whenever I've needed strategic external writing and editing support. His value extends far beyond simply writing, he has an enviable capacity to cut straight to the core of any complex subject with clarity to make it compelling and accessible. I can honestly say Nick is an utter dream to work with, both in terms of the quality of his work and the joy and creativity he brings to his work and working relationships.”

**Kate Hyslop, Marketing Lead, Automata**

***In 2019-20, my bids and tenders work for four clients won over £1.5BN of business – and saved 500 jobs...***

“Nick is an incredible Content Strategist and Copywriter. I have worked with him for many years, and always think of him first when we need to create quality, strategically brilliant content and copy for our clients. Not only that, he is the nicest guy you could ever wish to meet, and you should be so lucky if he's available to support your next project. Hire him immediately!”

**Rick O'Neill FRSA, MD, LookTouchFeel**

## Reference Examples (Q4 2020)

Internal commissions (internal communications, sales materials, management reporting, workshops etc.) are, of course, not available for review. However, I am delighted to present some of my recent client work, particularly thought leadership, for your assessment.

Client	Content
<b>Soldo:</b> Innovative UK-based fintech pioneer, revolutionising expense management	<b>Interviews</b> with a world-class roster of fintech thought leaders for their <a href="#">blog and magazine</a> .
<b>Sage:</b> The UK's most successful software business	I produce <a href="#">articles, reports, event coverage</a> and more, like <a href="#">this</a> , for Sage's finance and ERP lines.
<b>Sugar CRM:</b> Award-winning global challenger SaaS CRM business	I'm really proud of <a href="#">this enterprise sales deck</a> , which salespeople can customise – ideal for today's post-COVID remote sales work (I produce lots of ABM and sales enablement)
<b>Datel:</b> The North of England's largest tech integration business	I have produced a raft of innovative collateral for Datel – including their <a href="#">podcast</a> and this conversational <a href="#">cheatsheet</a> .
<b>Apperio:</b> Modern billing visibility for legal firms	I produce <a href="#">Apperio's blogs and cover their events</a> and seminars, maximising their sales value.
<b>Notion Capital:</b> World-class venture capital firm	" <a href="#">Crossing the Atlantic</a> " is a prestige <b>160-page coffee-table book</b> , features interviews with 20+ entrepreneurs.
<b>Four infrastructure firms</b> in construction and rail	<b>Bids and tenders</b> with Q4 rounding off a 100% success record and total wins of £1.5BN in 18 months
<b>TrueLayer:</b> EU leading Open Banking platform	Public-facing <a href="#">reports</a> based on surveys/research
<b>Zesty:</b> Innovative healthcare booking and patient data pioneers	Investor engagement materials – company now successfully sold ( <i>client confidential</i> )

## Referees

Please don't hesitate to contact any of the following clients – you needn't even tell me...

- *Client:* Scott Addington, CMO, Sugar CRM, [scott.addington@sugarcrm.com](mailto:scott.addington@sugarcrm.com)
- *Client:* Arif Govani, Chief Digital Officer, Datapharm, [arif.govani@datapharm.com](mailto:arif.govani@datapharm.com)
- *Client:* Mark Henn, Head of Commercial Services, Network Rail, [mark.henn1969@gmail.com](mailto:mark.henn1969@gmail.com)
- *Agency:* Alyssa Crankshaw, CEO, Ascendant, [alyssa@ascendant.uk](mailto:alyssa@ascendant.uk)
- *Agency:* Claire Ellis, CEO, JP Creative, [claire.ellis@thinkjpc.com](mailto:claire.ellis@thinkjpc.com)
- *Agency:* Rick O'Neill, CEO, Look Touch Feel, [rick@ltf.email](mailto:rick@ltf.email)

## Commercial Boilerplate

Wells Park Communications has impeccable credit, an unblemished legal record and accounts are available on request. For further credentials please do not hesitate to ask.

<b>Contact:</b>	Nick Saalfeld
<b>Telephone:</b>	020 3130 1640 / 07976 844280
<b>Email:</b>	<a href="mailto:nick@wellspark.co.uk">nick@wellspark.co.uk</a>
<b>Business Address:</b>	01 Zero One Studios, 1 Hopkins St, Soho, London, W1F 0HS
<b>VAT Number:</b>	844002758
<b>Company No. at Companies House:</b>	4350935
<b>D&amp;B DUNS Rating</b>	★★★
<b>Professional Indemnity Cover:</b>	Hiscox, Policy No. HU PI6 1540298, to £2,000,000