



INTERNATIONAL TRADE MATTERS LTD

Frances Fawcett

MInstLM, FITOL

Export Coach, International Marketing and Licensing, North America



Frances has worked both within, and with, large global corporations and small businesses and frequently internationally.

After almost two decades with IT companies including Borland International, Canon (UK) and Microsoft Corporation, she spent a number of years providing marketing consultancy and global programme management to a variety of small and large companies. This included global management of a licensing programme for Microsoft Corporation.

In 2007 she became the co-owner of a small manufacturing business in Somerset that designed and produced products sold all over the world. From their team of around 20 employees they developed their own product lines and also produced products under a global license. This led to her joining the team working to establish the Somerset Manufacturers Group and participating with the South West Manufacturers' Network.

Having always had a keen interest in personal development, Frances is now providing coaching, training and support services to owners and managers in any of her areas of expertise. These include general business management, exporting, doing business globally especially in North America, licensing, marketing, project and programme management and leadership skills.

Professionally Frances is a member of the Institute of Leadership and Management, and a Fellow of the Institute of Training and Occupational Learning and her areas of expertise and interest spill over into her personal life where she is a volunteer Scout Leader holding local, district and county roles including that of County Leadership and Management Trainer.