

## Most Innovative Development & Marketing Consultancy - North West England

# New Oxygen

New Oxygen is a business development and marketing consultancy that supports companies to innovate, grow and achieve success in their field. With a tailor-made business strategy plan New Oxygen can find a way to conquer any troublesome situation in order to promote growth and expansion for a strong future.

New Oxygen believes in playing to your strengths by encouraging the business owner to focus on what the business owner does best. New Oxygen fully immerse themselves within their client's business allowing it to understand every aspect of their company so it can then knowledgeably create, plan, build, and implement a growth strategy that achieves the results they need to grow and become more profitable.

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It stands out above the rest because of its fresh approach to business development and marketing. It fully dedicates its time within the whole of the client's business, operating from their premises, observing and experiencing the full picture operationally, allowing it to



completely submerge itself and understand how each area impacts the next. This therefore allows the company to provide the best, most knowledgeable but realistic growth strategy.

With the ability and expertise to provide business support in various forms, New Oxygen identifies where its support is needed most by exploring the history and the core foundations of the client company, working closely with the key decision makers to establish past performance and future growth requirements, thus allowing it to build

a bespoke strategy that will ensure healthy growth and profitability.

The company is led by founder and director, Kerry Briggs-Wood who has behind her over 25 years' experience working within sales, marketing, account management, and events. She is highly skilled in leadership, communication, collaboration, business management, business development, finance, and project management, and through a consultative approach, she uses her excellent



interpersonal and analytical skills to fully understand each client business in order to plan and implement the appropriate strategies to achieve results.

Kerry is joined by a small team, with additional services outsourced to trusted partners. Being based in Chester, the company benefits from a fast-growing business region, with Manchester being second to London in terms of new and emerging sectors. New Oxygen also benefits from its location in the Northwest of England due to increased government funding programmes for start-ups or existing businesses to take advantage of, plus additional resource support including small business education programmes and knowledge hubs available online and now face-to-face again.

When it comes to recruiting new staff to join New Oxygen or for a client (which is another service

the company is able to provide), the focus is on what the business needs most and what kind of person and skillset would be most suited, and most importantly, for longevity, how that person can contribute to the growth plans for the business.

New Oxygen's clients have been majorly impacted by COVID-19, especially those who work in events whom it was supporting most at the time the pandemic hit. New Oxygen's service to all clients were temporarily affected slightly during these times when cashflow was tight for most businesses. Now, businesses are in a time of recovery, slowly getting back to normal but running on tighter, smaller workforces in some instances, so it is now becoming apparent that New Oxygen's support is needed more than ever in recovering businesses too.

Indeed, businesses are finally beginning to see a light at the end of the tunnel. New Oxygen's future plans include to expand and support more

businesses within its region, with focused, dedicated consultants in specific industry sectors. There is also a consideration to turn this into a franchise business into the future.

Ultimately, it's easy to see how New Oxygen has become the successful, award-winning business it has, thriving off supporting other businesses to go far. Speaking about the company's UK Enterprise Awards 2021 success, Kerry Briggs-Wood said, "It's great recognition to have won this award and it's made us stronger and much more focused."

**NEW OXYGEN**  
BREATHING LIFE INTO BUSINESS  
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