

Success Stories

How fractional Marketing Director Shelley Cole helped Feed4ward Control build the foundations for growth through strategic development and mentorship.

About Feed4ward Control

Feed4ward Control are industrial automation specialists, delivering high-precision control systems and software, particularly within the pharmaceutical sector.

Founded in 2002, the business has built a strong reputation for quality, reliability and technically complex engineering, with systems designed around highly regulated standards including GAMP®5 guidelines.

Founder and CEO Rhys Lewis recognised the opportunity to strengthen Feed4ward's marketing, communicate its expertise more clearly and explore growth in adjacent sectors such as food and beverage, aerospace and energy.

The Challenge

Feed4ward had strong technical expertise and a respected reputation, but no formal marketing or business development structure to support its next stage of growth.

To move forward, the company needed clearer messaging, stronger marketing foundations and the internal capability to communicate consistently with the right audiences.



Feed4ward Control

The Solution

To progress from technical expertise to strategic growth, Shelley helped Feed4ward put solid marketing foundations in place.

This included:

- **Brand proposition and strategy:** Shelley worked with Rhys and the leadership team to clarify Feed4ward's proposition, messaging, marketing strategy and budget.
- **Targeted sector approach:** Feed4ward developed a more focused, account-based approach to build awareness and relationships in adjacent sectors.
- **Marketing assets and content:** The business rebuilt its website, introduced regular LinkedIn and web content, and developed key assets including a brochure and introductory video.
- **In-house capability:** Shelley supported the recruitment and mentoring of James Gray, helping him build the confidence and skills to manage marketing internally.

“It wasn't about generating hundreds of leads. Feed4ward are focused on building long-term partnerships with a small number of customers to ensure they continue to deliver a personalised service and tailored solutions. My goal was to put solid marketing foundations in place, build the brand and start communicating more openly.”

Shelley Cole - Fractional CMO

Results

Shelley's strategic guidance and hands-on mentoring helped change how Feed4ward approaches marketing and business development.

- **In-house marketing capability:** Feed4ward's marketing is now managed internally with confidence by James, supported by the systems and strategy Shelley helped develop.
- **Brand identity and messaging:** The company's vision, mission and values were refined, helping align its story with its ambition. Clear brand guidelines and style templates were also developed.
- **Digital content:** Feed4ward now publishes regular, purposeful content across owned digital channels, including its company blog and LinkedIn page, to raise brand awareness and credibility across target sectors.
- **Change in mindset:** Marketing is now treated as a strategic part of growth, rather than an isolated activity or one-off task.

Long-Term Investment

Shelley's role evolved as Feed4ward's internal capability grew. Her focus shifted from delivering tactical marketing work to coaching James, helping him understand not only what to do, but why it mattered.

The relationship also extended beyond marketing. Shelley became a trusted sounding board for Rhys, helping professionalise planning, messaging and customer communication while respecting Feed4ward's thoughtful, engineering-led culture.

Through this partnership, Feed4ward strengthened its marketing foundations,

Rhys Lewis, Founder & CEO

"Over the past couple of years, Shelley has provided us with excellent support and has helped us establish a strong marketing foundation. Her work has been invaluable. She has been a strong addition to our leadership team, creating our marketing department from the ground up and coaching James to be confident in taking up the role of marketing manager. Shelley's contributions have been instrumental in shaping our marketing success."



Have a question?

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