

About Us

Written by Candice S. Edey

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The Marketing Coach is a marketing training, coaching and consulting company that develops and delivers executive marketing training programs and consulting services to corporate, not-for-profit and small business clients. We offer seminars, workshops, facilitated planning sessions, outsourced marketing management and marketing coaching to help our clients make better marketing decisions.



The Marketing Coach was founded by Candice Edey in 2006. It came about as a result of something a client said to her many years previously when she was working as a public relations account manager.

The client said: "If only I could find someone with your marketing skills and my industry knowledge, my business would thrive". That is the idea behind The Marketing Coach - marrying our client's in depth understanding of their industry with marketing skills and techniques to provide the best outcome for their business.

With over 20 years professional experience in marketing, founding Marketing Coach, Candice Edey, has helped market meetings, conferences, expos, seminars, not-for-profits, membership organisations, start-up businesses, online businesses and everything in between. She has worked as a marketer in the I.T, education, science, healthcare and public sector for large corporates as well as start-up businesses. With an Honours degree in Psychology and a special interest in Consumer Psychology as well as qualifications in Business Administration and Training and Assessment, Candice has conducted numerous workshops in marketing,

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communications, issues management, media relations, online marketing, not-for-profit marketing and event marketing.

[Find out](#) what our clients have to say about working with The Marketing Coach.

The Marketing Coach is part of [Natiki Creative Web Solutions](#) a web design company specialising in small business websites, hosting and software solutions.