



Capability Statement Q3/2024: Wells Park Communications

25 years providing world-class content marketing and content creation to enterprise and funded startups alike. I bring top agency-grade thinking to B2B content projects, breaking through complexity and communicating it effectively.



HIGHLIGHTS OF THE PAST YEAR: BROUGHT IN £300M IN TENDER WINS "WROTE" THE UK'S FIRST BESTSELLING AI-PRODUCED B2B BOOK

Clients and Sectors

I serve ambitious start-ups, enterprise, high-growth VC/PE and \$BN global names; either direct or via select B2B agencies, all of whom are known for strategic thinking and relentless client focus.

Tech & SaaS						
Telco						
Healthcare & Healthtech						
Professional Services						
Civils, Infra & Manufacturing						
Finance, Fintech & Insurance						
Enterprise Sustainability						
And some other world-class brands...						

Skills

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

Front-facing

Because I am now old, and therefore apparently credible, I also host and present corporate media...

 <p>Co-presenting a new bespoke Practical AI workshop.</p>	 <p>Appearing on "Future Fuzz", the Digital Marketing podcast, discussing life as a freelancer</p>	 <p>Running a bespoke 2 hour workshop, "Why Marketing" for Sales teams, as part of annual Sales kickoff, Datel.</p>
 <p>Hosting Tech London's "Roaring 20s of Tech"</p>	 <p>Hosting Sage's "Agility Unleashed" podcast</p>	 <p>Hosting agency JPC's International Womens' Day panel</p>

Testimonials

"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

"Intuitive, Intelligent and Inspired. Having commissioned several writers in the past, some have needed a lot of briefing before they hit the mark and others haven't hit the mark at all. Nick always hits the target. He gets things quickly, translates the complex into the simple and writes with an elegance and emotive connection that is often lacking in the corporate world.

Please don't work with him too much - I'd prefer to keep him all to myself."

Richard Thomson, CEO & Founder, Kaptcha

"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

Nick is a delight to work with. He's a fast learner and has an innate ability to be able to explain complex subject matter with clarity and simplicity. I have no doubt that it was his content that enabled my team in Tfl (Asset Development) to be successful at the inaugural Employee Engagement Awards for our business improvement initiative.

Mark Henn, Head of Commercial Services, Digital Railway, Network Rail

Put simply, Nick is a critical ModComms team member. His thoughtfulness and copywriting skills are absolutely central to the wide-ranging campaigns we produce for clients. He always delivers on-time and on-budget and we never need to ask for corrections to be made.

My only foreboding while writing this deserved recommendation is that the person reading this will steal him away from us.

Matt O'Neill, Director, ModComms

I've known Nick for many years and he's the first person I go to for client-focused marketing material and other business-oriented content.

He has that rare ability to pick up vertical market knowledge, swiftly getting under the skin of real client needs in new subject areas. Nick is also really easy to do business with and splendid company. Highly recommended!

Mike Southon, Business Development Director, Akinova

Reference Examples

Client	Content
AWS: Amazon's world-leading cloud services division	Messaging architecture for their telco division – a \$48BN market segment
Notion Capital: Leading venture capital firm	Long-standing client, most recently the " Cloud Challengers Report ". See also " Crossing the Atlantic ", featuring interviews with 20+ entrepreneurs.
Soldo: Innovative UK-based fintech pioneer, revolutionising expense management	Interviews with a world-class roster of fintech thought leaders for their blog and magazine .
Sage: The UK's most successful software business	I produce articles, reports, event coverage and more, like this , for Sage's finance and ERP lines.
Sugar CRM: Award-winning global challenger SaaS CRM business	I'm really proud of this enterprise sales deck , which salespeople can customise – ideal for today's post-COVID remote sales work (I produce lots of ABM and sales enablement)
Datel: The North of England's largest tech integration business	I have produced a raft of innovative collateral for Datel – including their podcast and this conversational cheatsheet .
Apperio: Modern billing visibility for legal firms	I produce Apperio's blogs and cover their events and seminars, maximising their sales value.
Four infrastructure firms in construction and rail	Bids and tenders - a 90% success record and total wins of £1.5BN in 24 months
TrueLayer: EU's leading Open Banking platform	Public-facing reports based on surveys/research

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
- *Client:* Arif Govani, Chief Digital Officer, Datapharm, arif.govani@datapharm.com
- *Client:* Mark Henn, Senior Commercial Director, Arcadis, mark.henn1969@gmail.com
- *Agency:* Alyssa Crankshaw, CEO, Ascendant, alyssa@ascendant.uk
- *Agency:* Claire Ellis, CEO, JP Creative, claire.ellis@thinkjpc.com
- *Agency:* Rick O'Neill, CEO, Look Touch Feel, rick@ltf.email

Commercials

I have impeccable credit, an unblemished legal record and accounts are available on request. For further credentials please do not hesitate to ask.

Contact: Nick Saalfeld
Telephone: 020 3130 1640 / 07976 844280
Email: nick@wellspark.co.uk
VAT Number: 844002758
Company No.: 4350935
D&B DUNS Rating ★★ ★
Professional Indemnity Cover: Hiscox, Policy No. HU PI6 1540298, to £5,000,000

Giving back: pro bono work



Brand consultancy for Oxfam's Business Advisory Service.



Advisor/Mentor on freelancing at Hatcham House, South London's leading independent workspace.



Visiting lecturer in corporate content to the National Union of Journalists.