



Nigel Rowlson
Managing Director

On writing this bio Nigel was horrified to discover he has spent over 31 years of his life in ad agencies! After famously crashing his MD's car, he decamped to London, surviving the worst excesses of advertising in the heady 80s, before returning to Nottingham and several high profile account direction and new business development roles. From Ford and British Gas, through Royal Doulton and Church's shoes, his client and strategic experience is comprehensive. A former chairman of the Nottingham branch of the CIM, Nigel co-founded The Dairy in 2002, with the desire to build a smarter, sharper agency that delivered better client service and a superior creative product. Nigel now enjoys working with the agency's broad client base on a day-to-day basis and overseeing the strategic direction of the business. When not leading the agency's charge, he follows the fortunes of his beloved Nottingham Rugby Club and loves the outdoor life; camping, sailing, tennis, running... you'd think he'd be thinner!



Jo Cooke
Creative Director

Jo Cooke co-founded The Dairy with MD Nigel Rowlson in summer 2002. The company name came from the cow-shed premises attached to Jo's rural farmhouse in which the dream began. Formerly, as senior creative in various Midland's agencies she spent 10 years working across a broad spectrum of media for both consumer and business to business clients, with particular specialisms in leisure and retail. More recently, at The Dairy, specialisms have included public sector clients and housing developers, both of which have engendered a particular interest in green issues. A mum of three Jo is well used to multi-tasking and combines a planning and strategic role with conceptual thinking and creative writing. As the copywriting half of the senior creative team, she is passionate about attention to detail and is particularly god at spelling!



Shaun Friend
Creative Director

Shaun Friend was formerly creative director at a Sheffield agency and has held senior creative roles throughout the north and Midlands for over 20 years, working through the line for well known clients in computer gaming, telecommunications and leisure. The Dairy has allowed him to fulfill his desire to produce concepts informed by a sound understanding of client objectives and to seek new directions in design and typography. As an experienced team leader and art director, he has developed contacts with leading photographers and illustrators. When not slaving over a hot Apple Mac Shaun enjoys mountain biking, painting and robots.



Fiona Mckinlay
Pr Manager

Fiona McKinlay is a recent addition to the dairy team. Known affectionately as 'PR Bird', Fiona first met Nigel and Jo when they all worked at a Leicester-based ad agency in the year 2000. As a Public Relations specialist for the last 14 years, she has been instrumental in helping to raise the profile and manage the reputation of a diverse range of businesses – from a major international bank and a city transport corporation, to an automotive parts manufacturer and a careers guidance social enterprise – to name but a few. Her skills lie in understanding a company's key objectives, then developing and implementing creative, original PR strategies and campaigns to help achieve them. She is well-practiced in co-ordinating activities to maximise publicity opportunities, including traditional media relations, social media, producing internal and external publications, events, promotions and sponsorships, and, like Jo, is passionate about all forms of clear communication. A mum of two girls aged 4 and nearly 2, 'free-time' is generally a dim and distant memory, but she likes to squeeze in the odd cinema trip and mile-long swim.



Gary Rush
Project Manager

Gary joined the dairy in 2010 to be part of a highly creative and professional design agency and to build seamless relationships with like minded and ambitious clients. POS production for Boots, a degree in fashion and textile design and several years in hospitality management go hand in hand with his passion for the creative industries and all things food and drink. Since joining the dairy Gary has been instrumental in driving our digital and social intelligence. Like all of us here at the dairy, he likes to be active (partially due to his abnormal caffeine consumption) and is at his happiest on a mountain, waist deep in snow with a board strapped to his feet.



Leila Lufti
Graphic Designer

Leila joined the company in 2011 as a freelance graphic designer. She brings with her three years experience and a BA honours degree in graphic design. Her skills don't stop there as Leila also specialises in web design and html, branding and stationery, print and illustration, layout design and custom typography. When not at the dairy, Leila can be found mooching around galleries and photography exhibitions or checking out the latest in provocative and political art. Her passion for illustrative, graphical and street art along with a submergence in pop and youth culture, helps to ensure that our dairy products are always fresh!



Abigail Peters
Account Executive

Fresh from the fields of Lincolnshire, Abbie joined The Dairy at the end of 2011 as an account executive. Having studied media production at Peterborough College's Media and Journalism Centre and spent over 3 years working in the retail sector, Abbie brings her excellent customer service experience and a knowledge of Film, TV and audio visual production to the dairy. In her spare time she likes to watch movies, catch up with her friends and do the odd spot of shopping!

The Dairy
Park Lane Business Centre
Park Lane
Old Basford
Nottingham
NG6 0DT
0115 977 0221
www.thedairy.biz

@thedairy_design

thedairy.design