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A day in the life of a...

Business Development Controller

Peter Fergusson

What's your role?

I work in ITV's Nations and Regions commercial team. The main part of my job is to manage ITV's Great North commercial operation based at ITV Tyne Tees in Gateshead but I also have responsibility for ITV commercial teams in Leeds, Birmingham, Norwich, Southampton, Bristol and The Channel Islands.

Give us a quick overview of what your department does

It's our job to generate revenue from ITV's portfolio of products, spot advertising, Video on Demand, sponsorship and other commercial partnerships and my teams contribute to ITV's overall commercial revenues.

What's work like day to day?

There's no such thing as a normal day; every day is completely different. It could be meetings with advertising agencies or direct clients, helping the team with a challenge or looking at ways to persuade a non-spender to advertise with ITV, or responding to a new brief from a client or media agency. Often, I work with my fellow Controllers on ways to drive incremental revenue into ITV with new ideas and new ways of thinking.

What do you love about your role?

The opportunity to interact with lots of people both internally and externally, and trying to help solve problems and generate revenue for ITV. I do love a challenge!



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When did you join ITV? Have you held other roles at ITV? If so, what?

I joined ITV in March 1988... yes 1988! I saw a TV commercial on Border Television for a Sales Executive. I was working in local press at the time so I applied and was successful and joined Border TV's sales team in Carlisle. I really only intended to stay for a couple of years, but TV is such a fantastic environment it sucks you in and opportunities for career progression really do exist. ITV thrives on having a steady flow of new talent coming into the business. I've never looked back, but I've seen huge amounts of change.

What advice would you give to someone applying for a role now?

Do your research, be full of enthusiasm and make it clear you want the role and don't be afraid to say why. Always be prepared to learn something new, embrace change, don't be put off by challenges and always be positive.



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