

# TENANTS NEWSLETTER

## Media Managers named Top Marcoms Agency

SJIC tenant Media Managers is officially the top marketing communications agency in East Anglia according to the Recommended Agency Register (RAR) annual advertising agency report. Joining the league table of the UK's hot 100 for the first time, Media Managers rocketed straight in at number 21 nationally – the best performance by a local agency.



Media Managers' customer base spans all sectors, including Newmarket Racecourses, CEVA Animal Health and English Heritage. Following a host of new client wins, including Old English Inns, a key business with the Greene King portfolio, Media Managers looks forward to leveraging its reputation for delivering outstanding results for its clients.

Chief executive Alistair Wayne believes that this level of recognition will springboard the group to exciting growth.

He said: "We always worked hard to deliver an excellent service and have maybe been guilty of keeping this a secret. Being independently established as the top agency in our region is a powerful accolade and sends an inspiring message to the region's advertisers."

[www.mediamanagers.co.uk](http://www.mediamanagers.co.uk)

## RCRT engages with Abu Dhabi



Risk-Capital Research and Technology Ltd (RCRT), based at the centre, has been engaged by the Abu Dhabi Investment Authority as external consultants to advise and assist with the implementation of a series of projects as part of a new initiative within ADIA during 2012. This contract has been awarded following work undertaken by RCRT at ADIA during 2011. ADIA is the world's largest Sovereign Wealth Fund, which has assets that independent sources have estimated to be in excess of 500 Billion US Dollars.

RCRT has expertise in mathematical modelling and a range of technologies, and has previously worked on a diverse range of projects, from designing and building systems for the risk management of credit derivatives, to machine learning.

Dr Andrew Gray, who has PhD in Astrophysics from the Cavendish Laboratory, said: "It is very gratifying that ADIA have chosen to offer us this unique opportunity, which will provide us with a great challenge for the year ahead."

[www.rcrt.co.uk](http://www.rcrt.co.uk)

## Jobstream wins major client

Following an extensive market search, Hawksford, the award winning wealth structuring company, has chosen Jobstream to provide a full trust administration system with integrated workflow.

The chief executive of Jobstream, John Brimacombe, noted: "We are delighted to have won such a major and prestigious client. Our latest Jobstream 9.2 release continues our record of product innovation focussed on giving our clients competitive advantage. We are looking forward to a long term partnership with Hawksford, working with them across their very successful local and international business."

[www.jobstream.com](http://www.jobstream.com)

## Tweet of the month:

Just had a good meeting with David Gill of @StJohnsCentre in Cambridge - great home for #startups

@ChristianTidona

## Advertising

**Star service tenant?** Do you have a product or service you wish to advertise in this box? Send your logo, web address & short sentence to [events@stjohns.co.uk](mailto:events@stjohns.co.uk).

## Job Vacancies

**Are you recruiting?** SJIC tenants have the opportunity to upload jobs to the website. Please send to [events@stjohns.co.uk](mailto:events@stjohns.co.uk).

## Altacor expands as Clinitas gains greater formulary acceptance



Altacor, the specialist ophthalmology company, is expanding. It has appointed two experienced product specialists, Alison Jones for the East of England and Ceri Myles for the South East, to help drive awareness of its Clinitas dry-eye treatment products with Hospital Consultants and Primary Care Trusts.

The SJIC-based company closed a £3.4m round of funding earlier this year and is building a portfolio of differentiated ophthalmic products for the European market. It has a number of proprietary development projects in the pipeline, principally in the fields of glaucoma and ocular infection.

Its Clinitas range of products for dry eye is available from the major dispensing opticians and pharmacies, and its prescription products are proving beneficial for patients with dry eye in the hospital and primary care setting.

Altacor Head of Sales and Marketing, Gareth Thomas, said: "Clinitas is now being included on the formulary of Hospitals and PCTs across the country as it becoming recognised as a very good option for patients with dry-eye and is very cost-effective.

"Although knowledge of Clinitas is high among some ophthalmology specialists, by expanding our team we aim to increase our coverage of Ophthalmology Units across the country and up-weight our commitment to educational development and training."

[www.altacor-pharma.com](http://www.altacor-pharma.com)

## Mid-Month Mingle

Thank you everyone for your patience during the current major refurbishment. Most of the heavy demolition and drilling takes place at week-ends to cause minimum disruption, but the phased closure of some parts of the building will continue into March. **The next Mingle** will be as soon as the refurbishment of the Centre is a little more advanced and we can use some of the refurbished space.

Watch out for details of the Mingle, together with an introduction to the conference rooms after their make-over!

## Cambridge News Business Excellence Awards 2012

Cambridge News is on the search for the winners of the 2012 Cambridge News Business Excellence Awards, which will take place in the Great Hall at King's College on Thursday 22 March, hosted by guest speaker, Olympic javelin thrower Steve Backley OBE. The awards are free to enter and you can nominate yourself for your company or someone else and their business but the closing date is January 27– so hurry!

Categories include: Business Innovation, Small Business of the Year and Business Person of the Year, in addition to others.

Further information and nominations are via the CN website [www.cambridge-news.co.uk/Business-Awards/](http://www.cambridge-news.co.uk/Business-Awards/)

## Business Support

Many tenants took part in our previous support programmes, Understanding Finance for Business and Coaching for High Growth. Funded by EEDA, both came to a conclusion at the end of 2011. More than 250 companies benefited from 1-2-1 advice and in total over £16m was raised and more than 80 jobs resulted. The NEW Business Coaching for Growth programme is due to launch soon.

If you are thinking of taking part contact [jpallas@stjohns.co.uk](mailto:jpallas@stjohns.co.uk).

## Events

**January 11**  
**Growing your Team -**  
St Neots, 9.30 - 11.30

**January 27**  
**Raising Finance for Business -**  
Huntingdon, 9.30 - 11.30

**February 7**  
**Presenting your Business -**  
St Neots, 16.00 –18.00

**February 22**  
**Networking for Business**  
St Neots, 16.00 -18.00

Please visit [www.stjohns.co.uk/events](http://www.stjohns.co.uk/events) for further information and to book your place. The above workshops cost £10 per person.

## SJIC gives something back

SJIC has provided Arthur Rank Hospice Charity with a cheque for £657 plus a further £100 cash.

Janette Pallas, Enterprise Manager at St John's Innovation Centre said: "Supporting a worthwhile charity like Arthur Rank Hospice Charity has not only been rewarding for the centre but has also offered the perfect opportunity for tenants to interact with each other and build connections. Fundraising for a local charity is a great form of teambuilding!"


Donating as little as £30 provides a counselling session for patients and relatives at ARHC and £1000 keeps the Day Hospice running for one day.


[www.arhc.org.uk](http://www.arhc.org.uk)

## Monthly Mingle

An informal opportunity for tenants to say hello to each other over cakes and coffee in the Atrium.

**SAY HELLO!**

 Follow us on Twitter  
[www.twitter.com/StJohnsCentre](http://www.twitter.com/StJohnsCentre)

 Connect with us on LinkedIn: St John's Innovation Centre

## Reception

Opens at 8am and closes at 5:30pm.

Last post of the day is 4:15pm

## Useful Numbers

Out of hours Security:  
**0845 0612220**

Maintenance (Glen): **1067** or  
**07921582999**

Conference: **1811**