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## TIME BANDIT



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### 15%

Clearing my inbox from the day before. Once my inbox has been dealt with, which is hopefully before too many people have arrived, I set up for my day ahead with a "to-do" list.

### 20%

Talking to my teams about key initiatives and projects we are developing as a business. These are non-client-related discussions about stuff such as technology developments and business development opportunities.

### 25%

Discussing client campaigns with my senior team. Although I may not be client-facing on every piece of business, I like to have a firm handle on the performance and delivery of each and every account. When you call your business R.O.EYE, delivery of results is important.

### 20%

Travelling. I have learned to make travelling time extremely useful over the past few years. If I am on a train or a plane, I plug in and work uninterrupted on the laptop. Car journeys offer the ideal scenario for conference calls with clients, suppliers or professional partners (on a hands-free kit, of course).

### 20%

Collating the work our teams have provided me with and writing documents, strategic plans and pitches. I have a talented and dedicated team, which means I am able to share the efforts of some of the best minds in our sector.