Live Innovations Investigates: The Sporting World Vs The Business World

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The skills and qualities instilled in athletes are multi-purposeful and prove invaluable when applied to the sales industry. For this reason, branding and event marketing specialists, Live Innovations, have a vested interest in hiring professionals with a sports background.

About Live Innovations: ***http://liveinnovations.co.uk/***

The firm is based in the competitive city of London and believes a clear correlation can be made between a demanding role in sports and a role in sales and marketing. There are a wealth of overlapping similarities in the business and sporting arenas and as a qualified personal trainer with a wealth of sporting experiences under his belt **Live Innovations** CEO, Tom Harris, keeps an eye out for similarly sports-minded people. Conscious of the transferable skills sporting enthusiasts offer, Mr Harris is particularly interested in finding professionals who have experienced responding to adversity, working in a team and dealing with pressure.

As representatives of high-flying finance clients, **Live Innovations** is especially interested in driven, determined people with an ambitious, hard working and resilient work ethic and is always on the look out for new recruits who meet this criteria. Mr Harris believes these qualities are invaluable and produce impressive results when applied to achieving goals on behalf of their client base.

"I am always interested in inviting those with a passion for sports or sales to join our team," Mr Harris explained. *"We believe people with this passion instilled in them can bring a valuable skill set with them to our office. Due to our ever-growing client demand for us to extend our market reach, we are constantly seeking the next wave of ambitious, talented individuals to help us build our business."*

Live Innovations, pride themselves on their ability to personalise branding, representing their clients with careful consideration and professionalism, producing increased market reach and guaranteed connections to their target audiences.

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