
In Memoriam

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Professor Derek A Holder F IDM (1951–2012)

Co-Founder and Managing Director of the IDM

Co-Editor in Chief, *Journal of Direct, Data and Digital Marketing Practice*

In February, we were deeply saddened by the news that our Managing Director and IDM Co-Founder, Derek Holder, had passed away. Not only was Derek a great leader and an inspirational marketer, he was also a great mentor and friend to many marketers working in the profession today. And, of course, Derek was a tireless guardian of this journal's excellence.

Everyone at the IDM has been moved and is deeply grateful for the hundreds of wonderful tributes and memories that have poured in from across the profession. Here are just two that demonstrate how much Derek touched the professional lives of so many:

Derek Holder did more than educate a generation of marketers in direct and digital marketing. He was a major part of a movement that professionalised our industry. As head of the Institute of Direct and Digital Marketing, he inspired a generation of clients and agency principals to rigorously analyse what they did. The IDM is his epitaph. But I also remember a lovely, kind man, who was always ready for a good lunch and hours of fascinating debate, chat and gossip.

Chris Barraclough, Hon F IDM, Creative Partner, BEC London

If I had to choose one word to describe Derek, it would be 'tireless'. Nothing ever got in his way as he proceeded on his mission to enhance and improve the direct marketing industry through education. Each of us owes an immense debt of gratitude to Derek. His attitude and foresight played a significant role in developing the industry and making it the vibrant, dynamic profession it is today.

Heather Westgate, Hon F IDM, Chief Executive, TDA

Derek's legacy is the IDM itself, the organization he co-founded with the mission to help marketers develop their careers and set the highest standards of practice. In the 25 years since its creation, the IDM under Derek's leadership has educated many many thousands of marketers and inspired and influenced many more. Derek was immensely proud of what the Institute was achieving, but never once took the credit himself, ever quick to acknowledge the efforts of those who worked for and alongside him. The IDM Trustees and Directors will continue to uphold his principles and pursue his mission.

A private family funeral was held on 28 February. Derek's family has asked that, should friends and colleagues like to make a donation, then please do so with the family's chosen charity, Macmillan Cancer Support.¹ If you would like to add your own thoughts and memories of Derek, or if you would simply like to read the tributes from the many practitioners he inspired, then please do so on the dedicated Facebook page.²

Plans are underway for a celebration of Derek's life in the summer. Details will be made available nearer to the time.

Neil G. Morris F IDM
Deputy Managing Director, IDM

Notes

1. Macmillan Cancer Support, <http://macmillan.tributefunds.com/DerekHolder>.
2. Facebook, <http://www.facebook.com/groups/301132696612670/>.