

Profile

Tenacious, pro-active and driven Sales and Operations Director with a proven track record of success spanning over 25 years within direct sales, business development and strategic management roles in the specialist product sector. A highly motivated, dynamic leader who demonstrates exceptional commercial acumen, with sound working knowledge of sales and operational processes. Able to provide effective strategic direction for a range of business operations and drive consistent business growth through the design and implementation of effective strategies

Key Expertise

Sales & Business Development

- Competent in leading business development locally and nationally with extensive international sales and account management expertise spanning both B2B / B2C sectors
- Proven ability to lead the strategic development of sales and marketing strategies, successfully applying an understanding of current and future markets to set and implement effective commercial strategies
- Expert in brand building, strategic growth planning, strategic PR and marketing management to enable global brand placement throughout the UK; experience includes the successful launch and brand development of established company with a specialist premium product into UK market
- Skilled in leading and directing sales and marketing operations with a demonstrated ability to build, develop and motivate strong successful teams; experience includes management of national field sales teams
- Demonstrates a sound understanding of different trading environments including virtual (web) and high street (bricks & mortar) with the ability to devise and implement specific strategies for each

Operations Management

- Experience includes 25 years of business leadership, driving new projects and ideas to become sustainable business practices as well as initiating and managing major operational changes
- Skilled business leader with a sound understanding of key business and financial processes; experience includes directorship accountability for company performance and profit in addition to budget setting and management
- Competent in all aspects of operational management and leadership with a proven ability to develop and implement effective policies, procedures and systems to maximise efficiency and growth potential
- Proven ability to build, lead and develop strong successful teams; also competent in restructuring existing teams to improve performance and efficiency

Project Management

- A competent and experienced project leader with experience of leading a range of business transformation projects from conception to completion; extensive experience of full project lifecycle management and a demonstrated ability to lead projects to completion on schedule and within set budget parameters

Career Highlights

- Part of a team of 2 which successfully launched Thule operators in the UK, developing the brand and company to deliver year on year sales increase from £250K to a multi-million pound brand leader in less than 20 years with a customer base of over 300 national focused dealers; instrumental in developing all aspects including people, systems and procedures
- Worked with major clients such as Halfords throughout employment with Thule to develop own brand products and sell online via distribution without impacting existing brand sales; this included negotiating a contract to supply a complete range of car accessories and leisure products plus a range of bespoke Halfords branded roof boxes / racks; rewarded with a Directorship in recognition of personal achievements in this area
- Recently project managed the relocation of the entire UK business operation to a new site to improve operational efficiency
- Established and implemented operational procedures which have recently been used as foundation for European operations

Senior Management Experience

General Manager UK / Managing Director, Thule Group, 2010 – 2013

Leading manufacturer of a range of high quality roof-racks and boxes for the sports and leisure market

Responsible for overseeing all aspects of operational management and development of Thule's UK business as well as leading a wide variety of business projects. Key functions include overseeing finance, sales, recruitment, staff leadership and logistics as well as providing overall strategic direction to the business; this has required a strong understanding of all operational functions and market conditions.

Key responsibilities & accomplishments:

- Finance; responsible for leading annual budgeting, periodic sales forecasting and target setting as well as cost control, including regular reporting to Thule group management on all areas of financial performance
- Sales Growth; introduced a new area sales management structure and customer incentives schemes to improve sales efficiency as well as leading strategic growth planning and sales development for both B2B / B2C sectors
- Market Development; tasked with developing new and specialist / niche market areas and managing annual sales conferences and promotional campaigns to build the brand
- People Management; role includes responsibility for managing sales and operational teams including setting personal performance targets and ensuring delivery of effective training for sales teams
- Operations Planning; includes handling all business planning to ensure that targets and forecasts can be effectively fulfilled; this has included devising and implementing improved operational procedures spanning all business areas

- Recruitment, HR & Staff Development; responsible for overseeing all aspects for a team of up to 20 staff spanning supply chain, finance, warehouse, service and technical support staff as well as a Sales Manager and 5 Field Sales Agents
- Logistics; the role includes responsibility for overseeing all UK distribution operations including leading a comprehensive distributor review and rationalisation to ensure maximum efficiency and profitability
- Compliance; responsible for ensuring continued compliance of the business across all areas and functions as well as overseeing safety management for the company
- Legal; includes managing development and implementation customer contract and legal documentation, liaising with legal representation throughout all stages
- Additionally leads a range of key business projects including implementing new Thule products from acquisition companies into the UK market and implementing both Thule and 3rd party European policies and procedures to UK operations
- Other key accomplishments have included project managing the relocation of business operations to a new site as well as overseeing educating and training stockists / distributors in how to sell premium brand product
- Also appointed as a Member of International Marketing Management committee IMM

Sales & Marketing Director / Managing Director, Thule UK, 2007 – 2010

Held responsibility for driving sales growth of Thule products within the UK market whilst also undertaking the operational management responsibilities of a Managing Director. The role involved sales leadership functions, including managing the whole sales force as well as responsibility for managing and developing relationships with existing partners and overseeing all marketing and PR activities.

Key responsibilities & accomplishments:

- Marketing; led the development and implementation of a range of marketing campaigns as well as overseeing website set-up, development and ongoing management
- PR; built relationships with press locally and nationally to promote the Thule brand as well as designing and managing local / national media campaigns and monitoring the effectiveness of PR activities and liaising with external marketing & media agencies
- Partnerships; sourced and secured new high and low profile partners (including developing endorsement relationships with sporting celebrities) and managing partner events
- Sales Leadership; managed sales teams (including set sales targets and promotions as well as managing commission payments) and coordinating the annual sales conference and other events
- Account Management; managed and developed key customer accounts (including Halfords), managing orders, terms and acting as a point of contact for clients
- Other general management duties included overseeing order processing; warehouse and logistics management as well as leading operational teams
- Key functions as MD included responsibility for business administration as well as team leadership and strategic direction

Sales & Marketing Manager, Thule UK, 1990 – 2007

Part of the original team responsible for introducing the Global Thule brand to the UK in 1990; undertook the role of number 2 in the company reporting directly to the Managing Director. Held full operational responsibility for a sales and marketing distribution business in the UK employing 20 employees working from 3 dedicated warehouse / offices located in the south of England.

Key responsibilities & accomplishments:

- Responsibilities spanned key business areas including general marketing; brand-building; internet / e-commerce and sales
- Tasked with adapting existing Thule operational processes for the UK market as well as devising and implementing policies and procedures for all areas of the business
- Assisted with financial budgeting and forecasting, staff training, personnel management, and communications
- Drove exceptional sales growth as well as successfully establishing a highly profitable partnership with Halfords in 1993

Early Career

Product & Marketing Manager, Link Sedan, 1987 – 1989

- Responsible for leading and developing the Telesales and Customer Services departments including all aspects of general day to day business management; oversaw the sales and marketing of the Sedan range of automotive products including motivation of sales force and managing key accounts at head office level

Various Management positions, Dana Ltd (Brown Brothers), 1978 – 1987

- Undertook various management posts within the Cash & Carry division of Brown Brothers (the largest distributor of accessories and parts to the Motor, Leisure, Cycle and Supermarket / Hypermarket outlets in the UK)

Sales Executive - Parts Counter, Armstrong Autoparts, 1976 – 1978

- Involved general sales via telephone and parts counter, ordering of stock from suppliers for this Distributor of Motor Parts

Shop Manager, Motac Ltd, 1974 – 1976

- Responsible for the day to day running of this retail outlet including the buying and general shop merchandising for a retail motor accessory and parts outlet serving the local community

Additional Information

Professional Memberships: Affiliated Professional in the Chartered Institute of Marketing (CIM)

Driving Licence: Full UK Driving Licence

Voluntary Roles: Previously spent 12 years as a Special Constable, attaining the rank of Sergeant (1980 – 1992)