

- Worked to steer senior members of the management team to profitably build the company by developing its strategic direction, so enhancing the company's market value
- Helped to prepare the company for a successful sale
- Facilitated profitable growth by devising winning business strategies and running developmental workshops
- Added value to the business by initiating and developing strategic alliances with third parties
- Contributed significantly to successful change management as company underwent a restructure and new areas of business were developed

Sales & Marketing Director

Business & Market Research PLC

1996 - 1999

- Developed company sales, personally winning £2.5m business through high standards of consistent performance
- Led a management buy-out securing VC and Bank funding to grow the market research consultancy further leading to its sale to a large international US based company
- Acknowledged expert in customer satisfaction/retention, employee motivation and corporate branding, developing these into saleable products accounting for 50% of £5.5m turnover in 1999
- Increased sales and sales efficiency by implementing a culture change programme, from a reactive to a responsive and proactive culture capable of winning business, through a programme of breakfast meetings, training sessions and workshops
- Spearheaded improvements in internal communications; set up a working party and developed a successful strategy with external agency, covering company mission and values, bi-annual company meetings, team briefings, internal newsletter and project related communication to address a long standing issue
- Improved company marketing and market penetration, developing and copywriting an innovative web site

Earlier Career History

Board Director & Shareholder	Business & Market Research PLC	1982 - 2002
Sales & Marketing Graduate Trainee	3M UK Ltd	1979 - 1982
Fellow Market Research Society (MRS)		1988
Sat on MRS Professional Development Advisory Board, Marketing Market Research Board and Membership & Respondent Interviewer Interface Committees		
Chairman of North West Region of MRS		

Conference Papers Delivered

Coaching:

Stress Off Conference in Lithuania 2016: Using Neuroscience to Convert Stress to Sustainable Success (Best Speaker)
 ICF on Tour 2015: Growing Sustainably Effective Leaders and Enabling Genius in London, Athens, Sofia, Paris, Barcelona, Milan, and Budapest
 AoEC London 2009, EMCC Dublin 2009, EMCC Amsterdam 2010, ICF Madrid 2011, EMCC Athens 2013

Market Research:

Utilities NPD Conference - Converting Apathy to Empathy - the role of product development in the era of relationship marketing.
 Research 1999 - Joint paper on Integrated Customer and Employee Research
 Distributech, Florida - Customer Retention and Loyalty in the Utilities Sector
 MRS Conference 1997 - A View from Behind the Clipboard
 GIMRA Conference 1997 - Knowing Me, Knowing You - Insurance sector relationship marketing
 Research 1997 - Cinderella Goes to the Ball - Employee Research

Education, Qualifications and Professional Memberships

Member of International Coaching Federation	
PCC Designation from International Coach Federation	2013
Diploma in Systemic Team Coaching via AoEC	2011
Gestalt Coaching Certificate	2009
Diploma in Advanced Executive Coaching - The Academy of Executive Coaching (ICF Accred.)	2008
Diploma in Executive Coaching - Distinction - The Coaching Academy	2003 - 2005
Institute of Marketing Certificate	1982
BA (Hons) in Modern Languages 2:1 - Coventry University, Warwickshire	1975 - 1979
A Level – History, French, Spanish	
O level x 11 including Maths and English	

Language Skills

Fluent in French and Spanish and basic conversational skills in German and Italian