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Profile:

David Brands is a successful, double turnaround award winning business consultant, non-exec. director and turnaround practitioner. Sector agnostic but widely experienced in differing sectors such as energy, care homes, construction, manufacturing, engineering etc. Highly respected and called upon by high street Banks and Private Equity firms to provide turnaround business support. A Member of the prestigious Institute for Turnaround

With over 25 years of achievement and success running, improving and performing turnarounds in large corporations, individual SME manufacturing and service industry companies, David acts as an advisor to the business management/owners/funders, or in a short term operational role or as a non-exec director.

Working with all stakeholders to develop profitable growth plans, and their associated detailed business and action plans. Always results focused, David has extensive MD and Board experience, commercial background, impressive credentials, manufacturing expertise and strong financial understanding.

Initially joining GEC as an HV electrical design engineer, David left the (re-named) "Alstom" 17 years later as a Group Managing Director of several international units, to perform a venture capital backed £4M MBI, of a small niche automotive manufacturing business in August 2000. He further acquired his much larger competitor from administrators in 2006, restructured and combined the two businesses, and in 2008, successfully exited from this activity.

Since 2009, he has been using this wealth of experience to help businesses large and small, to return loss making units to profitability, and help successful units deliver new growth.



**SME TURNAROUND
OF THE YEAR
WINNER 2018**



**SME TURNAROUND
PROFESSIONAL OF THE YEAR
WINNER 2018**

Specialities:

Non-Exec	Combining the twin roles of a) challenging the plans and strategy of the shareholder(s)/executive team and b) supporting and mentoring the executive team to achieve both their, and the company's goals.
Turnaround	Turnaround of under-performing businesses. Manage cash, identify weaknesses, implement the appropriate actions to resolve.
Business Audit	Review all processes, identifying weaknesses, propose and provide solutions to improve them.
Business Strategy	Support for senior management team to develop a strategic but realistic business strategy for their business, how to create and implement the specific action plans to make it happen.
Mentoring	Provide confidential mentoring support to senior managers and SME owners.
Lean Practice	Introduce "Lean" waste avoidance techniques in manufacturing and service environments, to improve profits and efficiency.

Seeking Non-Executive Directorships
 Profit and performance improvement engagement
 Short and longer term consultancy projects.
 Turnaround and Chief Restructuring Officer (CRO) roles

Qualifications: Member of the Institute for Turnaround (IFT)
 On approval panel of high street banks as business support consultant.
 FIET - Fellow of the Institution of Engineering and Technology
 C Eng - Chartered Engineer
 BSc (Hons.) Electrical & Electronic Engineering
 DMS Professional Diploma in Management Studies (including accountancy)
 SME Turnaround of the Year (Care Home Group) – IFT Awards 2018
 SME Turnaround Professional of the Year - IFT Awards 2018

Languages: French — London Chamber of Commerce - Intermediate standard

Career Positions Summary

Position	Organisation	Dates
Group Managing Director	TMat Morrell Ltd (further acquisition)	07/06 – 11/08
Managing Director	Morrell Products Ltd (led MBI)	08/00 – 07/06
Business Consultant	Self employed	11/99 – 07/00
Group Managing Director	ALSTOM PCB Sub-Group	11/98 - 10/99
Group Marketing Director	ALSTOM PCB Group	06/95 - 10/98 \$
Vice President	GEC ALSTHOM Inc. (USA)	12/95 - 07/96 \$
Business Development Manager	GEC ALSTHOM P&C Ltd. `	04/94 - 10/98 \$
Marketing Manager	GEC ALSTHOM Measurements Ltd.	08/93 - 04/94
Materials Manager	GEC ALSTHOM Measurements Ltd	05/92 - 08/93
Assistant to Group MD	GEC ALSTHOM P&C Group	08/90 - 05/92
Production Manager	GEC Measurements Ltd.	10/89 - 08/90
Export Sales Manager	GEC Measurements Ltd.	10/87 - 10/89
UK Sales Manager	GEC Measurements Ltd.	09/85 - 10/87
Project Engineering Manager	GEC Canada Inc.	08/84 - 09/85
Applications Engineer	GEC Measurements Ltd.	08/83 - 08/84
Graduate Apprentice	GEC Measurements Ltd.	08/82 - 08/83

(\$ Concurrent Roles)

Trained in:

Business and Corporate Strategy
 Accountancy
 Excel, modelling and visualisation
 Lean Manufacturing and techniques for non-manufacturing areas
 Project Management
 Commercial terms, negotiation, contract law.
 Sales and Sales Management
 Marketing
 Managing People
 Engineering / Technical Management
 Managing Change
 HR Issues
 Many others