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| Kevin **Monk** | 59 Oakwood Drive, Bolton, BL1 5EH  +44 7870 249 298  [kevcmonk@gmail.com](mailto:kevcmonk@gmail.com)  [www.linkedin.com/in/kevinmonk](http://www.linkedin.com/in/kevinmonk) |

A driven senior executive with a proven track record in operating within high growth digital and operational environments. A strategic operator with international experience and commercial acumen, able to craft strategies and then implement the plans through to delivery. A track record of building high performance teams who are committed and motivated whilst creating a winning and inclusive culture.

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| * Business Strategy Formulation & Implementation * Commercially minded and P&L Literate – CIMA qualified * Operational Management & Supply Chain | * Growth Management & Organizational Design * Customer Service Excellence * People Management & High-Performance Team Building |

# Experience

### July 2019 – PRESENT

## Chief Growth Officer / MAG-O part of Manchester Airports Group (MAG)

### MAG-O is Manchester Airports Group’s own in-house digital agency, created in response to technology-driven changes in the way passengers travel. MAG-O aims to help move airport services and operations into the new digital era and make customer experience at the airport smoother, more enjoyable, and as stress free as possible.

### The role is primarily focused on identifying, commercially appraising and then executing growth strategies for the MAG-O platform in three different directions

### 1.Increasing the capability of the platform and widening the product proposition to passengers both inorganically and organically.

### 2.Taking the platform outside of the MAG Group airports and working with international airports to create new partnerships to expand the reach.

### 3.Taking our range of value adding services from Digital Marketing to Trading and identifying opportunities in other industries to apply our expertise.

### Other the last 3 years the division has enjoyed amazing growth and as the business enters its next phase the role also is tasked with helping navigate the journey from “start up” to “scale up”.

### March 2018 – MArch 2019

## Managing Director / AO Business UK part of AO World PLC, Manchester

Part of AO World PLC, the UK largest online retailer of Appliances, AO Business was a new division set up to explore and grow into new markets previously untouched by AO. The newly formed division’s aim is to leverage the current UK operational capabilities of ao.com to business customers whilst also exploring new opportunities open to the group. The role had full divisional responsibility and was tasked to set up the division, build the divisional leadership team and grow incremental Revenue and EBITDA for the group.

Achievements including

• Creation of £50m annual run rate business with incremental EBITDA @ 7% for UK Group in first year

• Built and developed a leadership team from scratch and continued to evolve team for the future

• Succeeded in winning multiple tender applications to add substantial revenue growth for future financial years

• Built & launched a new proposition of AO Rental with End 2 End responsibility from conception to launch

• Created and implemented an ambitious strategic plan to complement group objective and achieved year 1

August 2015 – March 2018

## Managing Director / AO Europe (ao.de, ao.nl) part of AO World PLC, Cologne, Germany

The role was to set up and lead the first stage of the European Expansion of AO into Germany and The Netherlands. Tasked with establishing the business firmly on its own strategic path and creating a sustainable business unit for the Group. Reporting to the Group CEO with full P&L ownership, the role had to re-create the successful culture and business processes from the UK into two new countries and guide them through its first 3 years until a local management team could be empowered to lead the business independently from the UK. The role covered departmental responsibility from the first click to the last mile including E-Commerce, Supply Chain, Logistics, Customer Service and People.

Achievements included

• Growth from standing start to over £110m revenue within three years exiting the role on £150m run-rate

• Launch of two countries (Germany & Netherlands), each culturally different both from a consumer and employee markets.

• Employee growth from 50 on launch to >600 within 3 years

• Managed the full move into new European 400K sqft central head office and logistics hub

• Formulated and implemented the business strategy to drive the business forward to achieve group objectives

• Achieved budget commitments and brought the business to variable incremental breakeven.

### June 2014 – August 2015

## Group Strategy Director / AO World PLC, Manchester

Responsibilities and achievements Included

• Strategic Analysis – IPO work and European roll out analysis

• Proposition Development – Introduction of Consumer Finance into ao.com

• Business Development - leveraging our capabilities through our third party clients

• Business Expansion - growing our business model into Europe and roll out plan

• Strategic Delivery - business project management and in-house software development prioritisation

### October 2009 – June 2014

## UK Operations Director / ao.com, Manchester

Role Responsibilities and achievements included

• Ownership and leadership of a 200 seat contact center

• Ownership and management of the Supply Chain and Stock Management function with £10m holding

• Responsibility for Group Facilities Management across 14 sites

• Commercial Operational Analysis & NPS responsibility taking metric from 55% to >80% NPS

• Set up of an Outbound Sales Operation in an offsite location with full P&L responsibility to create profit center for group. Led to creation of a Financial Services Division to own the warranty product being sold.

• Led the Contact Centre and won awards including the European Contact Centre of the Year

• Through effective commercial analysis reduced contacts per order by 50% saving £2m overhead annually.

### aUGUST 2007 – OCTOBER 2009

## Commercial Manager / DRL Limited, Manchester

Role Responsibilities and achievements included

• Set up of price optimisation model with sales increase of 30% from optimized sku’s

• Creation of stock model, maximising cash holding and leaner stock days whilst maintaining competitive proposition

• Set up of Google PPC and other digital acquisition channels and optimization

• On-going commercial appraisal and improvement plans for operational elements of the business covering Contact Centre, Supply Chain and Third Party logistics partners

• Presentation logic optimization for outbound calling to drive efficient use of staff

### SEPTEMBER 2004 – august 2007

## Finance Roles / DRL Limited, Manchester

Working in various finance roles as part of CIMA Qualification

• Purchase and Sales Ledger activity to ensure accurate accounts

• Cash & Treasury functions forecasting cash flow and arranging payment runs

• Assistant Management Accountant responsibilities including month & year end

• Stock valuation and audit support

# Education

### 2005 - 2008

## ACMA / Chartered Institute of Management Accountants (CIMA)

### 2000 - 2004

## BSc *Hons* Business Information Technology / Manchester Metropolitan University

# Activities

I like to keep active and enjoying keeping in shape both mentally and physically.

I love to spend time traveling with family visiting new countries.