

DAVID A. McCLELLAND

*Commercial due diligence and strategy consultant with a prior background in international corporate management.
Active as a corporate finance transaction services reporting advisor to lending banks and private equity investors.*

CAREER SUMMARY

Carlton Strategy Advisors Ltd (www.carlton-advisors.co.uk)

London

Director and owner

From 2009

- Twelve year career, setting up and running CSA as a corporate finance due diligence and strategy consulting firm
- Won over 70 commercial due diligence project mandates, addressing a client base made up of bank lenders, private equity investment sponsors and corporate organisations operating within the SME and lower mid-market
- Contributing directly to client credit and investment risk exposure decision-making across target-company pre-lending reviews, leveraged management buy-outs and corporate acquisitions, including distressed business reviews

Tenon Group plc - Corporate Finance (now RSM)

London

Director/Partner – Transaction Services Commercial Due Diligence

2005 – 2009

- Set up CDD as a new line of client service in this UK top-10 accounting and professional services firm
- Won sustained, repeat business from bank and private equity clients engaged in mid-market MBOs, private placements, unsecured lending reviews and distressed debt reviews
- Completed more than 40 due diligence projects, cementing client relationships in London and the regions from a list of personal contacts. Responsible for total client engagement from scope and pricing to resourcing and report delivery

Commercial Due Diligence/Strategy Consultant (freelance)

London

Retained on a contract basis by two specialist consulting firms, namely:

2002 - 2005

Charles River Associates (Formerly Arthur D Little Petrochemicals Division)

- Sold (and subsequently transacted) large-cap engagements for PE clients in London, Amsterdam and New York
- Provided pre-emptive client acquisitions bid support on MBO target-companies in the Benelux and North America
- Set up a Knowledge Management system to capture tacit information from completed project work as an aid to marketing and future project execution

Burlington Consultants (Taken over by Deloitte)

- Project managed the PE sponsored MBO of a target-co in the railway electrification engineering services sector
- Characterised the addressable market opportunity and sensitised the earnings forecast by product revenue stream

PriceWaterhouseCoopers – Transaction Services (Strategy Group)

London

Client Engagement/Senior Manager

2000 – 2002

- Project managed strategic bid support for PE sponsors engaged in mid-market MBO's and take-private transactions
- Winner of a 'Knowledge Sharing' award for market analysis/insight in the Pharmaceutical and Chemical industries

Phillip Townsend Associates Inc / Europe Ltd

London

Project Manager - Market Due Diligence and Competitor Intelligence

1998 – 2000

- Benchmarked selling efficiency and effectiveness for a chemicals major, delivering an objective "best in class" cost/performance comparison against West European competitors
- Screened European JV opportunities for a Japanese corporate. Quantified levels of market attractiveness and the proposition essential for offer differentiation
- Advised PE investors on separate MBO's in the UK, German and Swiss resins/plastics industry

Applied Power Inc – Barry Controls Ltd / GmbH (now a Hutchinson/Total Group Company)

Surrey

1994 - 97

Director of European Marketing and Business Development

- Reported to the UK managing director of this US/Anglo/German engineering company, active in the supply of precision control systems to original equipment manufacturers in the aircraft sector and general industry
- Reversed trading losses by screening out non-core product activities and integrating diversified routes-to-market in the UK, Germany, France and the Nordic regions
- Recruited new sales and marketing personnel to patch resource gaps and extend reach in preferred markets. Negotiated "preferred supplier" status at targeted accounts, resulting in a more predictable business model

Norsk Hydro AS - Hydro Polymers UK / France (now Sumika Polymer Compounds)	Hants
Director of European Marketing and Business Development	1988 - 94
<ul style="list-style-type: none"> Reported to the UK managing director of this Norwegian/Anglo-French - and ultimately Japanese/US - engineering plastics manufacturer. Member of the team to acquire and integrate the French business, becoming a Director Supported board level negotiations to divest to Nippon Steel Chemical Co and Nichimen of Japan. Launched the new corporate identity in the UK and France, working with parent group affiliates in Japan and the US to define strategy across core market segments in the global automotive, electrical/electronic and aircraft industries Strengthened competitive positioning by introducing Pan-European product marketing functionality. Realigned direct/indirect sales channels, gaining market share with fresh customer wins in the UK, Germany, France and Spain 	
ICI plc – Chemicals & Polymers (Advanced Materials) Division (now INEOS Group & Victrex plc)	Herts
New Products/Industries Manager	1985 - 88
RTZ Group – Australian Mining & Smelting (Europe) Ltd	Avon
Market Development Executive	1981 - 85
Courtaulds Group – International Paint (Marine Coatings) Ltd (now AkzoNobel)	Tyneside
Graduate Technologist & Technical Sales Supervisor	1977 - 81

MANAGEMENT TRAINING & EDUCATION

1998 - 99	Bayes Business School (City University), MBA	London
1993	Henley Management College, General Management Programme	Henley
1973 - 77	Strathclyde University, BSc (Hons) Biological Sciences	Glasgow