



DAVID LAUD +44 (0)7880 794731 **DAVIDLAUD@ME.COM**

Over the past 20 years I've held a variety of senior executive roles. Positions include CEO, COO, Head of Operations, Head of Marketing plus spells as an Interim, Consultant and Non-Exec Director. Duties have included full responsibility for strategy, P&L, risk, HR, I.T., marketing, client care, compliance and governance. Successfully delivering key strategic and operational objectives through a professional yet personable, project driven approach.

HEADLINE ACHIEVEMENTS

2003-2017 CEO - Samuel Phillips Law

Full P&L responsibility - Lexcel accreditation retained since 2005 - completed successful merger - introduced "pipeline" analysis to manage fee earning performance - Relocated offices - Implemented I.T. system upgrades, improving productivity and reducing costs - Project led GDPR compliance - Responsible for client care/ complaints including relationship with SRA and Legal Ombudsman with 100% findings in favour of the firm - Successfully negotiated professional indemnity premiums and vigorously managed costs within budgets - Business Development –recognised by the DfE select working group member - Significant digital marketing presence Google, Social Media and own Smartphone App

"David has been an excellent CEO for the practice. Strong on social media and business development. Progressive with IT. Good with the finances and Regulatory Bodies. He manages people positively but will take tough decisions when required." **Robert Gibson - Senior Partner Samuel Phillips Law Firm**

"David is a talented and progressive CEO with particular strengths in technology, marketing and business development. He is an effective operator in one of the most challenging sectors: professional services." **Alan Holmes – Chairman Innovation North East Ltd**

"It is a pleasure to work with David, who is always extremely professional and keen to be an active advocate for the training and development of staff. I am constantly impressed with David's energy and enthusiasm for exploring innovative ideas and new approaches to develop the firm." **Melissa Roberts – Coach, Facilitator, Trainer**

I have known David for over 20 years in his work with legal firms. David is an experienced, high energy individual with sound knowledge & good practical application of marketing to a professional services operation. It is important to be able to work well with key players in any organisation & David brings something-else to the table as someone good to work with as well as his intelligence & professionalism. **Alan Hall – HR Consultant (Former Regional Director EEF North)**

2018-2019 – Interim CEO – Enyware Intranet Platform – Engaged to create structure - growth strategy - brand identity - established market presence in key sectors including NHS, Charities & SME's - Successful engagement with NHS Digital - introduced new client sites

"I had the pleasure of working with David to launch and penetrate the market place with a new software solution, Enyware. David's meticulous, passionate and encompassed ways of working coupled with his extensive experience in the digital space were the perfect combination to initiate the growing success of the platform. I worked very closely with David and not only from a professional experience point of view but also from his kind, compassionate and caring 'team player' nature, I would not hesitate to recommend him to any large or small corporate organisation who want someone to make a genuine difference within their business." **Lauren Hindhaugh - Director Blumilk**

2017-2018 – Interim Head of Operations – Compilation Ltd Global E-Commerce – 12-month tenure. Secured £75,000 capital grant fund - project led re-location of business - effectively handled number of sensitive HR matters - managed GDPR compliance and in the process gained IASME Cyber Essentials accreditation - Revenue and profit increased significantly during the period of engagement

“David helped us immensely in identifying opportunities for improvement in key areas of our business and helped us to put together a structure that would allow us to grow at a manageable rate. David’s knowledge of marketing and experience of working with SME’s was second to none.” **Dave Whaite - Director Compilation Ltd.**

ALSO...

Project Director - Thomas Cook Global Foreign Exchange - created and launched **MoneyGram**

“David recruited an international project team of 8 experienced foreign exchange managers, banking experts and IT specialists. He identified that we required infrastructure that did not exist within the current business, which included specific expertise and a call centre to handle volumes of enquiries. The biggest task, and the one that would ultimately determine success or failure, was to integrate two businesses with very different structures, history and cultures. This was no small task given that each of Thomas Cook’s local businesses was ‘stand-alone’. David exercised a lot of persuading skills. Within two years the business had 200 staff world-wide and within a further eight years the business was acquired by Travelex for \$65m, a mark of the success of the venture.” **John Bavister- Co-Founder & CFO Odyssey Airlines – Former Thomas Cook Group Head of Global FX**

Head of Sales & Marketing - Thomas Cook Publishing - Negotiated a successful joint venture with **AA Publishing** to create **Thomas cook** Travel Guides.

“David and I worked closely together when I was a Project Editor responsible for various travel guide titles at Thomas Cook. He was great fun to work with and is very personable and a highly competent business developer.” **Giovanna Battiston - Senior Lecturer in Marketing, Sheffield Hallam University**

Professional Services Interim/ Consultancy i2i & R2b Media

David runs a management consultancy, i2i solutions, through which he provides interim executive resource and consultancy services to businesses operating in a variety of sectors. HReSource is a complimentary brand delivering marketing support specifically to professional service firms. Content is delivered via regular e-mail bulletins and smartphone app. HReSource runs an annual SME survey supported by BBC’s Business Editor Steph McGovern. HReSource also has an active LinkedIn group of over 200 members. The iPhone and Android App is wholly owned by R2b a business owned by David. The App has had over 7,500 individual downloads by HR professionals & business owners in the UK. Here below a review by **Charles Christian** editor of **Legal Technology Insider**.

We’ve been taking a look at MF HR Mobile employment law app from UK law firm Morton Fraser. This is a fantastic app in terms of its wealth of content, which includes a series of calculators for unfair dismissal, redundancy and maternity payments, extensive resources and checklists on such topics as family friendly leave, tribunal awards and redundancy, plus links to news sources and the firm’s own podcasts and videos. The App is gorgeous, very well designed with great functionality and looks. In fact, it’s the kind of app that makes you think, this is so professional, it cannot possibly belong to a law firm. This free app is designed for the iPhone and iPad.

App available at: <https://itunes.apple.com/gb/app/mf-hr-mobile/id372749607?mt=8>

I have worked with David for several years now with him providing services to Morton Fraser via R2b Media Ltd. I very much value David's expertise and have found him to be extremely knowledgeable and innovative in his field. I look forward to continuing to work with David in the future and am very happy to recommend his services to others. **Innes Clark – Head of Employment Law, Morton Fraser**

"I have worked with David's business R2b Media Ltd for several years and his knowledge and approach to marketing is fantastic. He is always willing to go the extra mile in terms of customer service and unlike some marketing businesses, genuinely informative rather than overtly self-promoting. I would not hesitate to recommend him!" **Nigel Harrison - Head of Employment Law, Hatchers Solicitors LLP**

"I have worked with David for a number of years and have found his insight and support invaluable. He offers a fresh perspective on the sectors that he works in and is full of ideas, which he is always happy to share. He is a good guy and steers well clear of the one size fits all approach."
Sean McDonough – Employment Law Partner, Mogers Drewett LLP

"I have worked with David via R2B Media Limited for a number of years now and I find him to be a real inspiration. He provides a very high level of service and is always willing to share his ideas and guide me in the right direction. I'm extremely grateful for his help and support."
Kathryn Hirst – Employment Law Partner, Hansells Solicitors

When time allows.....

Author - Commissioned and published by Ark Group - two books on **social media marketing** for law firms <http://www.amazon.co.uk/Social-Media-Marketing-Law-Firms/dp/1907787917>

"This book gives an excellent introduction and is a practical handbook for any lawyer or member of the marketing team of a firm looking to embrace social media." **Linda Urquhart, Chairman, Morton Fraser**

The third and latest publication July 2019 – **BB to Z Capitalising on Generational Diversity to Grow a Successful Firm** <https://www.ark-group.com/product/baby-boomers-generation-z-capitalizing-generational-diversity-grow-successful-law-firm>

Regular contributor to **The Law Society Gazette** and LinkedIn group.
reviewer <http://www.lawgazette.co.uk/practice/practice-management/power-of-a-profile/5052586.article>

Blog regularly via LinkedIn – example <https://www.linkedin.com/pulse/trust-me-im-boss-david-laud/>

Myers Briggs – ENFP **Belbin** – Shaper/ Coordinator/ Resource Investigator

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