

Peter Dickinson MBA, MSc(Eng), CITP, CEng, MIOD



Non-Exec Director | Business Coach | Digital Specialist

Manchester, United Kingdom | 0333 050 9053 | pdickinson@kub-uk.net

[kub-uk.net](https://www.kub-uk.net)

Summary

Looking to kick start growth in your business? Looking for a non-executive director, high growth business coach and digital specialist who has worked with over 400 companies across a wide range of sectors to help you towards the financial freedom?

Experience and Proven Accessible Approaches to Strategy

Peter has worked with over 400 businesses across many sectors over the last 18 years to help them achieve the growth needed to get them to their goals. Over that time Peter has worked with a number of frameworks for growing companies and now has a proven process for developing and implementing strategy. This framework is backed up by well-respected management experts and all the knowledge and techniques are available through books and free online tools.

Digital Marketing Director

Peter, working with his daughter Charleh, has evolved KUB into being a hybrid digital marketing agency. What is a hybrid agency you may ask? With Peter's coaching background and the recognition that sometimes people have the capability but just need training, Peter has developed KUB so that you can be trained to do it yourself or KUB can do it for you or as a mix of both. Peter is currently developing online training courses so that KUB is not limited by geography. See [KUB-Academy.teachable.com](https://kub-academy.teachable.com)

Business and Value Proposition Development

Peter runs strategy workshops for companies taking business owners and decision makers from why they are in business, capturing their value proposition, looking at how they can make their competition irrelevant, capturing their strategy on a single easy to understand chart, developing their business model on a single page and then developing a simple to understand strategy implementation plan that can be used to drive change. He was a co-creator of "Business Models for Teams"

Digital Marketing Management

Peter has helped a number of companies over the years with their digital marketing as their digital marketing advisor/coach. He has evolved a process that looks at your digital marketing as a system. This means looking at what works for a particular company and helping them to implement the right approach for them and their market. Using professional tools Peter is able to quickly see what is working and what isn't and advise on appropriate actions.

Extensive Network to get you to the People who Matter

Peter has access to wide network both personally and through 30,000 LinkedIn connections which means Peter can usually get to the right person.

Interest

Offshore sailing (Coastal Skipper), Sea kayaking (4 star), Skiing, Cycling, Swimming

Skills

Strategy Development



Have worked with over 400 businesses helping them identify their strategy and tactics for implementation.

Digital Marketing



Having worked with a wide range of companies Peter understands what works and what doesn't when it comes to digital marketing.

Technology



Even before the Internet Peter has been involved in mixing marketing and ICT to deliver increased sales and cost reduction.

Data Analysis & Metrics



Peter uses free & professional tools to understand what works and what doesn't to help you maximise your return on investment.

Technical



With 40 years using technology, Peter finds it easy to pick up new tools and techniques and is consistently looking to use apps to make digital marketing provide a better return on investment.

Group Problem Solving



Have worked with a wide range of groups from senior management to the shop floor helping them solve difficult and challenging problems.

Work experience

Founder & Managing Director

Jun 2001 - Present

KUB Ltd

Peter Dickinson is the founder and managing director of KUB. He is responsible for strategy, finance, project management, coaching and technical support.

KUB currently has 4 members of the team covering, web development, content writing, social media, video, email marketing, LinkedIn lead generation, SEO/PPC and digital marketing project management including analysis and reporting.

Peter has worked with a wide range of companies. Also worked on government programmes such as GrowthAccelerator & now BOOST for Lancashire based businesses. These companies included web retailers, software houses, specialist construction sub-contractors, telecoms, veterinary surgery, fuel forecourt services company, metal fabricator, manufacturers, law firms, legal tech, temporary swimming pool provider, specialist PR company to name but a few.

Co-founder & Director

2013 - 2018

Designed2Eat Ltd

Designed2Eat supplied healthy treats both on-line and through retail. It had its own products as well selling related products by others.

The on-line system used Shopify and bought in apps to provide sophisticated system where the trade and consumers could place orders.

Governor

2016 - 2017

Great Sankey High School

Member of the board of Governors at Great Sankey High School to bring business experience to help them on the journey to becoming a Multi-Academy Trust so that they can build on their reputation as an outstanding school (OFSTED 2010).

High Growth Business Coach

2013 - 2016

Winning Pitch

Government sponsored programme Peter was a registered and approved Growth Coach for a Government back programme called GrowthAccelerator.

Peter, through coaching helped business owners with leadership development, strategy, marketing including social media and digital, sales, product/service innovation and development, customer service, operational excellence, technology and organisational structure.

Director

Aug 2005 - Jul 2013

E4A Ltd

E4A provided team building and group problem solving by providing enterprise challenge days to 11-19 year olds. Used a network of self-employed professional mentors. Products included an innovative Enterprise Jigsaw, Posters, a range of easy to understand Business Basics books. Peter is a co-author on all 5 books. Government funding was withdrawn and so the project was concluded.

Self-employed Business Advisor

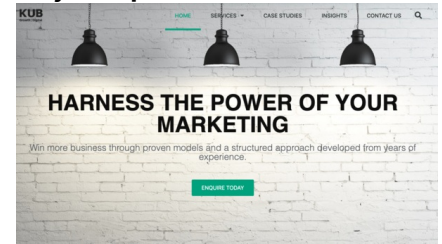
Jun 2001 - Mar 2006

Business Link Advisor

Provided business advice, coaching and specialist IT and digital marketing to over 250 businesses in East Lancashire. These businesses were in a wide range of sectors including engineering, manufacturing, technology, the care industry and farming.

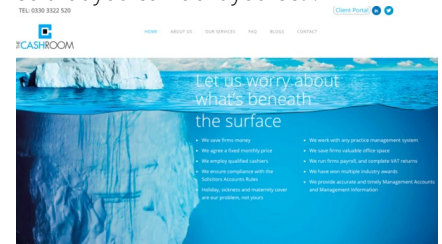
Portfolio

Project Experience



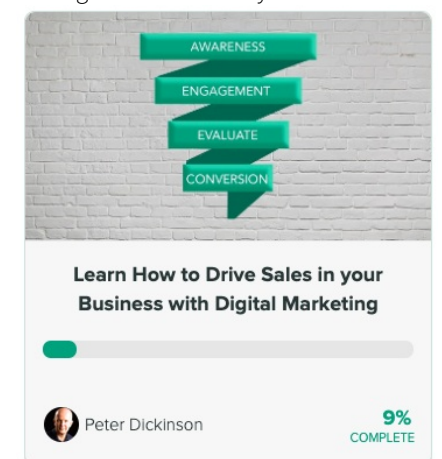
KUB -Hybrid Digital Marketing Agen...

KUB is now a Hybrid Digital Marketing Agency where you can receive training or coaching so that you can do it yourself or we can simply do it for you. Alternatively we can provide a hybrid of doing some of it and then training you so that you can do it yourself.



The Cashroom

Currently working as a digital marketing advisor/interim manager to the The Cashroom whilst their digital marketing manager is on maternity leave.



KUB Academy

Online digital marketing courses so that you can take control of your digital marketing and use it to grow your business.

Facilitated two large networks of companies. The Digital Alliance was a network of about 85 digital companies in the North West. The Advanced Manufacturing Group was a network of about 80 manufacturing companies in the North West.

Managing Director Oct 1999 - Mar 2001

Effluents Services Group

The Effluents Services Group supplied waste management solutions to industrial customers and had 3 divisions: Transorganics, Industrial Waste Management and Marine. Budgeted turnover was £4.5m, £2m and £230k respectively and the Group employed 90 people in total. Called the receiver as a direct result of the major loss in turnover caused by the Foot and Mouth crisis. Worked with the Group as an independent consultant from 1994. In July 1999 drastic action was required after the departure of the Managing Director and then General and Sales Managers for Transorganics. Appointed General Manager for Transorganics in the July and then Group Managing Director in October 1999.

Interim General Manager Jul 1999 - Sep 1999

Transorganics Ltd

Transorganics was the leading land spreading contractor in the UK recycling industrial waste to agricultural land for the benefit of the environment. I was Interim General Manager as the permanent Sales Manager, General Manager and Managing Director were no longer with the company

Director Mar 1994 - Sep 1999

ADSOFT Ltd

ADSOFT provided consultancy services to local businesses. Initially helping businesses implement technology, it developed into providing business consultancy.

Project & Product Manager / Consultant Aug 1990 - Feb 1994

Silkmoth Ltd

Project managed bespoke software development. Product manager for two of the companies own software products and IT consultant.

Scientist/Systems Designer Dec 1986 - Jul 1990

Shell Research Ltd

Systems Designer included developing a network of Sun workstations and co-ordinated a self-help group of scientists. Developed scientific models and systems and provided post implementation support.

Education

MBA Mar 1995 - Dec 1999

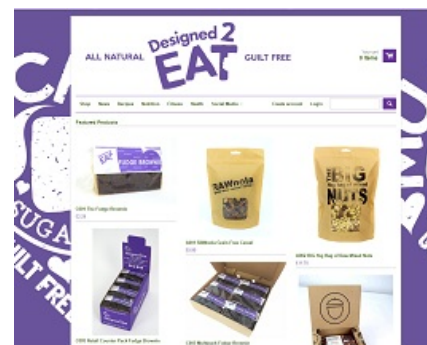
Open University

MSc(Eng) Mar 1984 - Jun 1985

University of Liverpool

BSc Oct 1978 - Jun 1982

University of Salford



Designed2Eat Ltd

Gluten, dairy, sugar, soy free healthy treats to help customers maintain a healthy lifestyle whilst enjoying a treat which won't set them back. Joint venture with my daughter. This has now been mothballed due to excessive increases in supply costs.



E4A Education Ltd

E4A Education was launched in 2005 and has successfully delivered enterprise education and work related learning to well over 20,000 students. E4A was virtual business with all its systems in the cloud. This business has been closed due to the withdrawal of funding.



Client Case Study

Key player in the home and public disabled access market for Wheelchair platform lifts. Was responsible for IT Strategy and Implementation. Provided guidance to marketing for a multi-lingual Joomla based web site, SEO, PPC, Parts ecommerce site, online ordering system, Intranet, Extranet for sales & trade. Virtualised the servers and the phone system. Recruited a full time IT Manager as it required more time than I could provide.