






CRAIG BUCHAN

CONTACT

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CORE QUALIFICATIONS

- Business start up and development
- High sales targets consistently achieved
- Recruiting and interviewing
- Brand management
- Industry partnership development
- Consulting
- Client relationship management

PROFESSIONAL SUMMARY

Highly motivated and driven individual with over 25 years of banking and finance experience and a dedicated work ethic. Strong leadership and interpersonal skills with a broad range of experience garnered through a varied career. Self-motivated to consistently provide first-class results in line with stringent targets and deadlines.

EXPERIENCE

Trustee, 02/2023 - Current

Harrogate Town AFC CIO - Harrogate

- Bringing about immediate change in fundraising opportunities for the charity
- Actively involved in the support of the wider football club
- Assisting the charity in changing the way it goes about organising the finance function to provide more accurate, timely management information and KPIs.

Regional Director, 10/2022 - Current

YRH Finance Team - North East England

- Managing a team of fractional finance professionals (Financial Controllers and Finance Managers) managing and selling their services to SMEs of between £1m and £150m turnover.
- Identifying new strategic partners for the business on a regional and national basis
- Strong networking across the region identifying key alliances

COO, 06/2022 - Current

Seven Innovation and Design - Stokesley, North Yorkshire

- Leading a start up brass instrument manufacturer with a keen eye on radical innovation for the industry
- Identifying grant providers and working with R&D tax advisers
- Developing new product and all that entails including IP protection

Paper reviewer, 03/2017 - Current

BBC - Leeds

- Regularly review the papers on the BBC's weekend radio programmes

Managing Director, 01/2021 - 10/2022

Nord Coffee House - Harrogate

- Designed the concepts and brands of two new coffee shops (Nord and Fi:k Kaffe)
- Successfully launched in August and December 2021
- Recruited and trained a new team of baristas Expanded into Knaresborough
- Developed marketing for brand
- Conducted financial analysis, researched business agreements and negotiated critical contracts.

Independent Financial Adviser, 01/2008 - 12/2020

MedDen Financial Services LLP - Leeds

- Founded company with two other advisers
- Provided independent financial advice to doctors and dentists
- Developed new sales opportunities for team while looking after own client relationships
- Provided educational lectures at dental and medical schools around the UK
- Promoted business to increase customer base and grow revenue.
- Counselling clients on financial matters and provide recommendations investment opportunities, products and services based on client needs and asset availability.

Managing Director, 01/2012 - 09/2016**Geneva Instruments - Knaresborough, North Yorkshire**

- MD for leading international musical instrument manufacturer
- Brought international credibility to a small UK brand
- Influential in purchasing the factory in Kraslice, CZ where the instruments were made
- Drove sales and marketing from the UK base
- Increased efficiency, effectiveness and profitability by managing team productivity, costs and budgets.
- Led and contributed to market and business development activities, identifying and pursuing new potential client services opportunities.
- Established professional relationships with business partners, shareholders and authorities to develop trust, rapport and reliability.
- Delivered speeches at events and conferences to raise brand awareness and regularly spoke at different music events including the Royal Albert Hall.

Independent Financial Adviser, 05/2005 - 12/2007**PFM Dental Ltd - York**

- Provided financial advice to dentists and always exceeded sales targets
- Developed and deepened relationships with new and existing clients.
- Promoted business to increase customer base and grow revenue.
- Developed tailored-fit plan for cash management and investment planning to assist clients in meeting financial objectives.

Financial Adviser, 12/2003 - 05/2005**Wesleyan Financial Services - Harrogate**

- Financial advice to dentists and exceeded all sales targets

Music Director, 01/2003 - 10/2003**The Salvation Army - Washington DC, USA**

- Organised music program and summer camps
- Composed and arranged music for special events
- Represented, at various events around Washington, DC

Financial Adviser, 03/2001 - 12/2002**Wesleyan Assurance Society - Harrogate**

- Developed and deepened relationships with new and existing clients.

Financial Adviser, Mortgage, 08/1999 - 03/2001**Royal and Sun Alliance - York**

- Promoted business to increase customer base and grow revenue.
- Consulted with clients to assess and meet short- and long-term financial goals.

Financial Adviser, 08/1998 - 08/1999**Allied Dunbar - Hull**

- Providing financial advice to the general public
- Promoted business to increase customer base and grow revenue.

Financial Adviser, 07/1997 - 08/1998

Co-operative Insurance Society - Scarborough

- Developed and deepened relationships with new and existing clients.

Bank Clerk, 07/1990 - 07/1997

Yorkshire Bank - Scarborough

- Greeted bank customers with warmth and professionalism, maintaining positive company reputation.
- Banked and allocated received cash promptly, maintaining accurate, up-to-date accounts.

EDUCATION

Master of Arts: Compositional Studies, 2003

University of Salford - Salford

Bachelor of Arts: Music, 2000

University of York - York

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