

ANDY CLARKE

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A successful, international, Business Development Director who has demonstrably improved sales and performance for organisations ranging from globally-renowned brands to SMEs.

• PROFILE

This proactive leader inspires teams with an insight-led, customer-centric approach, blending clear communications and decisive strategy. Combining a heart for human relationships and a head for efficient, tech-led processes, Andy enables boards and business owners to benefit from a greater client and customer retention, increased profitable growth and an effective harmony between sales, marketing and digital functions.

With extensive experience across B2C and B2B markets, Andy has delivered in a variety of sectors including consumer, engineering, manufacturing and digital innovation. He has successfully partnered on brand and sales growth strategies with brands including BMW, Ferrari, Mercedes Benz, BP, Shell, Caterpillar, DuPont, Proctor & Gamble, Pizza Hut, KFC, Costa and others.

• CAREER HISTORY

2004 - Present | Heads Up Hands On Consulting Founder & Director

A strategic business development consultancy providing growth and change management. Client assignments include:

KELLER WILLIAMS (World's largest estate agency) Business Director, Interim, 6 months project

- Developed strategies for growth
- Delivered growth in marketing subscriptions
- Built firmer foundation on start up launch
- Made recommendations to CEO for improvements
- Coached and developed young marketers
- Inducted new members

KNIGHT FRANK (Leading global residential and commercial property business)

6 month project

BRIEF: Implement a marketing transformation programme

- Advised C-Suite and senior business partners on digital transformation
- Delivered increased sales and marketing alignment
- DAM and workflow system implementation to 300 distributed users, agency review, studio build

PIMENTO (Virtual marketing agency network)

28 month project

BRIEF: Implement strategic growth across memberships, clients and innovation

- Delivered South West regional client and membership growth
- Strategic development of the Pimento brand, proposition and go to market approach

F1 EXPERIENCES (Global partner for Formula 1)

3 month project

BRIEF: Develop a sales growth programme for two business channels

- Developed a global brand partner and event marketing strategy for Elite Supercar Tours
- Increased sales for the new F1 Experiences at global Grand Prix circuits through improved digital

SPEEDY SERVICES (Tool hire company for the construction industry)

3 month project

BRIEF: Stabilise sales, introduce growth strategies and improve operations

- Developed successful BD growth and satisfaction strategies through a team of 200+
- Embedded new divisions to support cross selling and operational efficiencies

CRUNCH COMMUNICATIONS (PR, activation & events agency)

6 month project

BRIEF: Implement a sponsorship appraisal and global sales growth programme

- Developed insight-led sales and marketing plan to drive global motorsport activation
- Built foundations for a 5 million Euro business with 400 users, 3,000 guest users, across 10 lines of business in 70 countries with a 94.2% satisfaction rating through global stakeholders

REGUS (Global leader in flexible office solutions)

6 month project

BRIEF: Introduce a sales and marketing alignment programme

- Global digital asset management implementation to outsource content and POS services

← CAREER HISTORY

Heads Up Hands On Consulting assignments continued

COMMUNISIS PLC (Outsourced marketing and communications provider)

21 month project

BRIEF: Develop MARTECH propositions, grow revenue and realign sales operations and technology teams

- Rejuvenated marketing technology and data product sales including new brand, product development and cross selling capability
- Developed "Team, Technology and Transformation" proposition
- Built go-to-market strategies for: DAM, POS, Marketing Automation, Data

CENTIGRADE UNLIMITED (Global B2B marketing agency)

21 month project

BRIEF: Stabilise client accounts, introduce growth strategies and improve profitability and satisfaction

- Interim Swiss Country Manager
- Developed marketing and sales plan to increase awareness, build relationships and deliver sales
- Increased business (6 new clients) – revenue (+18%), profit (+9%) with a 7% margin uplift

PROCOOK (A national multi-channel homewares retailer)

24 month project

BRIEF: Redefine brand proposition, build, develop and grow a marketing function to increase sales

- Developed new look brand name for multi-channel use
- Increased web sales by 50% through multi-channel marketing including digital and PR
- Increased sales through catalogue and new design look stores (15%)

1999 – 2004 | **Orckid LSM London**
Co-Founder & Director

Retail marketing and creative agency

- Established agency start up with a new team
- Developed local marketing agency proposition and growth strategy with full P&L responsibility
- Delivered the 5-year profit plan in less than 4 years and secured 6 major new retail clients
- Developed outsourced marketing for 2,000+ direct and franchise businesses under global brands

1985 – 1999

BMW Group
Variety of roles across the globe

World-renowned premium automotive company

Marketing Services Manager (BMW Group, UK)

- Recruited and developed a new marketing services function with a £3m budget
- Developed 3 web sites linked to CRM, achieving better spend and response rates
- Developed internal communications plan – business TV (weekly), conferences (84% satisfaction)

Regional Manager (BMW, Canada)

- Developed strategy and delivered record results thru' 300+ personnel and new retail appointments
- Over delivered in sales (+15%), service, market share & model mix objectives with £60m turnover

International Advertising Manager (BMW Global Group, Munich)

- Developed pan-European brand communications campaign
- Developed communications strategies for 4 new global premium products, including showcasing BMW roadster in a James Bond film
- Developed USA brand communications strategy

3 Series Product Marketing (BMW – UK)

- Developed 3 Series product marketing plan - record sales and margin plus price and volume planning
- Re-positioned 3 Series Coupe in UK market with fully integrated marketing and presentation to press

Sales Promotion Manager (BMW – UK)

- Developed over 600 brand activation customer, sponsorship, partner and internal communication events

← PROFESSIONAL TRAINING & EDUCATION

- BSc Finance and Accounting (Salford University)
- BMW International Management Training
- CAM/CIM Diploma in Digital Marketing
- Prince 2® Practitioner Project management

← PERSONAL

- Fluent in English, French and conversational German
- Interests – travel, cricket, golf, cycling and skiing
- Charitable activities for VSO, Bike Bath and various youth sports clubs