Paul Fegan

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# PROFESSIONAL OVERVIEW:

An experienced and highly successful business leader with a proven track record of developing and implementing strategic plans to bring innovative services, products and solutions to market, managing client relationships and delivering sales.

Financially astute and commercially aware with the proven ability to develop revenue streams through both existing and new markets and channels.

Experienced in employing strategic and tactical planning skills to drive business growth and improve operational performance whilst increasing efficiencies and profitability.

A dynamic and charismatic leader, delivering coaching, training and mentoring to establish and build effective relationships ensuring the continual achievement of corporate plans, targets, goals and objectives whilst controlling cost.

**CAREER HIGHLIGHTS INCLUDE:**

* Proven ability to acquire and manage major clients including Debenhams, Carillion, Lloyds Bank, IBM, Disney, Arcadia & NHS and local authorities.
* Managed the successful growth of a start-up business to +£1M turnover from a team of 17
* Chair of an industry Special Interest group within the Communications Management Association

**SKILLS SUMMARY:**

**Business Development**

* + Experienced in developing new markets and new ideas for markets
  + Produced and delivered presentations on innovative products, services and solutions at ‘C’ Level
  + Responsible for producing & developing successful strategic business development plans

**Marketing & Product Management**

* + Managed the development of new products and their introduction to market
  + Developed new channels to market to increase sales including direct sales & networking
  + Monitored economic & market fluctuations & competitor activity to create development strategy

**Relationship Management**

* Highly developed communication skills with the ability to operate comfortably up to Board Level
* Experienced in facilitating meetings and workshops to both gather and disseminate information
* Coaching & mentoring multi-skilled teams to drive on-going personal & professional development

**Project Management**

* Proven ability to communicate technical concepts to technical and non-technical audience
* Assessed training needs and requirements in order to provide appropriate programmes
* Delivered the full lifecycle of complex projects within agreed timescales and financial budgets

**Commercial/General Management**

* Skilfully manages the interface between technical, business, operational & commercial functions
* Adept at analysing and evaluating business requirements to recommend appropriate solutions
* Experienced consultant & negotiator with the ability to deliver presentations to senior management

**CAREER HISTORY:**

**May 2018- date**

**BUSINESS DEVELOPMENT MANAGER/ PROJECT MANAGER: Freetimers Communications Ltd**

Key challenge

* No sales strategy, no process for managing sales, no management structure and internal processes

Solutions implemented

* Identification of key markets and implemented a sales process to attack those markets
* Created a management and project team

**Sep 2016 – Jan 2018**

**DIRECTOR: Sanondaf**

Key Challenge

* The company operates a franchise model, selling to local small businesses

Solution Implemented

* Developed & implemented strategic plans to win & manage National Accounts
* Identified potential target companies & markets including Public & Private Healthcare
* Initiated, managed and developed profitable business relationships at Senior Level

**Feb 2012 –Sept 2016**

**MANAGING DIRECTOR: Homelife Management Ltd**

The care market is always looking for ways of providing additional service to its customers and reducing cost at the same time.

Key Challenge

* How do you provide cost reductions in an industry that is cost focused and also improve additional comfort and care to care home residents

Solution implemented

* Created a remote monitoring temperature control system to control the temperature of every room in the care home. This both increased residents comfort and reduced energy costs
* Responsible for conception, production & development of a variety of monitoring applications
* Evaluated market conditions to identify & exploit new markets in the care home Industry

**Nov 2012 - Nov 2014**

**OPERATIONS DIRECTOR: Utelize Communications Ltd**

* Responsible for audit, consultancy & cost management services for major corporate clients
* Managed and developed all business, commercial and operational systems and processes
* Coordinated project of integration between three separate businesses into one cohesive unit
* Managed relationships with major clients including Local Government Authorities and NHS

**Jan 2000 - Nov 2012**

**DIRECTOR: Mala Communications Ltd**

Key Challenge

* Telecoms costs were high and the bills were complex. In many organisations the accounts departments paid the bills but it was IT that ordered the services and there was no cross checking in place.
* I identified that many large organisations did not understand their telecoms bills and as a consequence were paying for services that they didn’t have or paying the incorrect rates for their services.

Solution Implemented

* Created a company to identify the overspend and poor control of clients telecoms spend. We managed the telecoms inventory of services of our clients and recovered incorrect spend though telcos billing errors and client poor asset management.
* Recovered and also made multi million pound savings for our clients
* Created a billing management platform to check clients telephone, data and mobile bills against an inventory database.
* Advise on usage efficiencies and technical solutions
* The company grew from a new business to £1M turnover
* Lead and managed a multi-skilled and cross-functional virtual team of 17 professionals
* Established & developed long-term relationships with major corporations & organisations

**Aug 1980 - Nov 1999**

**Communications Manager: MFI Furniture Group PLC**

During my tenure at MFI, EPOS systems were in their early development, mobile phones were just being launched, PC’s were just coming into existence (most screens were VDUs and were run from a central computer system)

Key Challenges

* I had to transform an analogue data network and manage it during a rapid business growth. At that time computer line installation times were generally 1 year
* Create and manage a multi-site telephone network
* Create the internal infrastructure for a new head office providing telephone and data services. This was before structured cabling and PC’s
* Manage a fleet of over 1,000 mobiles

Solutions implemented

* In the design of the new head office and data centres, we had to move computer systems from the old site to the new site with no down time for the stores
* Designed and implemented a high speed network for all stores to replace existing low speed version
* Manage the telephones inventory and billing for all telecoms services
* Designed and implemented data networks in France and USA for the growing international business

**EARLIER CAREER:**

* Engineer GEC Computers 1978-1980
* Apprentice/Technical Officer BT 1972-1978

**KEY SKILLS INCLUDE:**

* Web development and SEO
* Jira project management
* Act/Pipedrive sales CRM tools
* Telecare, Telehealth & Telemedicine
* Business Development
* Sales & Account Management
* Team development & Leadership
* Project Management
* New Product Development
* Internet of Health Things
* Infrastructure Design & Implementation
* Direct and Strategic Marketing
* Customer Relationship Management
* Networks
* All Major Microsoft Applications
* QuickBooks/ACT/CRM
* WLR3/Pipe Drive/Dropbox

**EDUCATION & TRAINING QUALIFICATIONS:**

* ONC/HNC Electrical & Electronic Engineering
* 7 GCSEs

**PERSONAL:**

* Full Clean Driving Licence
* Interests; Badminton, Squash, Cycling, Football Supporter, Volunteer Mentor
* Excellent references available on request

**Paul Fegan**