

Robert David Bradley (Bob Bradley)

Commercial & community

My background demonstrates my commitment to deploy my significant experience in the for-profit commercial world to encourage and enable both businesses and community institutions to succeed and make a difference through great leadership.

Strategy and implementation

I have conceived strategies, many innovative and sometimes radical, then led their successful implementation and delivered results for the organisation.

Breadth and Depth

My practical line experience managing investors, customers, suppliers, staff, assets and budgets in large and small organisations complements insights drawn from working with and for organisations of vastly different scales, cultures and sectors.

Leadership and support

Having worked as both the accountable line manager and the independent coach, mentor and advisor I appreciate the perspective and challenges of both.

Education, qualifications

1977	Wood Green School, Witney	10 O levels, 4 A levels
1981	Imperial College, London	BSc (Eng) First Class Honours
1987	Chartered Association of Certified Accountants	Certified Diploma in Accounting & Finance
1989	Cranfield University School of Management	MBA
1990	Myers Briggs Type Indicator	Qualified Counsellor
1997	Institute of Directors	Member (now resigned)
2014	Institute of Sales Management	Fellow
2019	Royal society arts, manufactures and commerce	Fellow

Personal

Married with four adult children and two adult step-children.

Interests: Family, Travel, Swimming (Indoor, Open & Wild), Skiing, Water Polo

Primary current roles (Part time)

2004 -
now

Facilitating on a paid commercial basis the success of >200 business leaders and their established businesses

MD2MD

(Now run by others)

Founder, majority shareholder and Executive Chairman

100+ Managing Director / Chief Executive members
300+ Alumni

Coaching, mentoring speaking, writing and other business advisory and support services Independently and through others.

MD2MD is a business leader peer mentoring organisation. We enable Managing Directors to become even better leaders, make even better decisions engage even more effectively and develop even smarter strategies through private discussions about sensitive practical and immediate leadership challenges.

Members are provoked to think differently with new ideas from top practitioner speakers & workshop leaders.

Working with MD2MD clients and others, primarily as a business coach mentor and occasionally as a Non Executive, Board Advisor or Team facilitator. Guiding them in dealing with difficult issues such as the appraisal and dismissal of senior management, team restructures, shareholder battles, acquisitions and exits. Led as advisor and first Chair of Trustees the conversion of £8M+ business to Employee Ownership.

Earlier career

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Year	Position	Company	Achievements
2004 – now	Pro-bono leadership activity in the community	Oxfordshire Local Enterprise Partnership	Board member 2015 – 2018
		National Leader of Governance	Appointed by a national government agency to mentor Chairs of Governors and review Governing Bodies
		The Henry Box School Witney	<i>OFSTED: "The governing body is very well organised and conducts its business efficiently and effectively."</i>
		Chair of Governors (2010 - 2015) Vice Chair Chair Staffing & Finance	Led the conversion of the school to an Academy and subsequently to a Multi-Academy Trust. Led a strategic review and the approval of a 2020 vision. Led recruitment of two head teachers.
		SOHA (Social Landlord)	Audit Committee Member 2006-2010
		Oxford Brookes Uni	Independent member Finance committee 2015-2016
1995 – 2001	Leading three significant commercial training businesses	QA Training Ltd Subsidiary of P&P plc Managing Director Director England & Wales Operations Director	£2.6M profit on £21M revenues when I joined. Appointed MD following merger with Cap Gemini Training. Grew to £45M Revenues, £9M operating profit through 450 staff with £4M Capital investment. Addressed major problems resulting from the merger. Improved quality perception and rapidly increased revenues. Conceived and delivered an innovative online training procurement system highlighted in 2001 group accounts as key source of added value for 90 major clients, handling 35% of the 55,000 course bookings.
2001 – 2004		Xpertise Group plc AIM Listed Company Chief Executive	Raised £4.9M from City Institutions to enable turnaround and fast growth. Reduced the cost base by £2M pa. Grew revenues from £4M to £11M despite two years of market recession by growing major accounts revenue, a new venture and two acquisitions.
2006 - 2008		Computeach International Ltd Family owned Group Chief Executive	Joined at a time of crisis following the loss of a succession of directors. Stabilised the business and addressed a large number of strategic, regulatory, business relationship, control and morale issues. Achieved operational EBITDA of £1.9M on revenues of 15.8M in 2007.
1990 - 1995	Leading blue chip consultancy practice areas	Coopers & Lybrand Practice Leader Distributed Systems Grp Principal Regional Business Advisory Service	Clients including Tesco, Laurentian Life, London Stock Exchange, National Grid, J P Morgan and Shell Built a new practice focused on medium sized 'Hypergrowth Companies' across the South. Responsible for Southampton, Bournemouth & Portsmouth offices.
1981 - 1990	Various roles in IT and Consultancy with large and small businesses	Consultant Accenture Customer Service Mgr Hexagon Computers Group Systems Manager Economic Forestry plc General Manager Business Time/System	Working in and with large and small businesses in consultancy and IT roles across a diverse range of sectors and functions. Clients included Sainsburys, Lloyds Bank, All Souls College, Templeton College (now SAID business school), Thamesdown Transport, Reeves & Pain Funeral Directors, Harmony Inns.