

BARRY JOHN DAVIS

NON-EXECUTIVE DIRECTOR

CONTACT

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PROFILE

Proven in business development with a strong history of directing and supporting both established and start-up companies to capture new markets, launch new products, expand internationally and achieve strategic growth through both inward and external investments. Extensive experience in executive guidance in business development of new or value-added commercial products, applications and markets, acquisition research negotiation and transitioning, strategy development and execution. Well tested communications skills at all levels from board to shop floor.

Following a short period with the International division of a major UK bank and a 4-year period in a specialist accounting division of a major international Plc (Dunlop Ltd/Inflation accounting) spent over 25 years in the plastics and rubber industry before extending this into a wider business development environment. Through this time I have been involved almost exclusively in the instigation and generation of new business, businesses, markets and products.

SKILLS AND EXPERIENCE

Mentoring:	A variety of individuals to start-up and build their own businesses
International Ambassador	to the North American Deck & Rail Association (NADRA – Annual US\$16billion business sector).
Impartiality Committee member	of UK based UKAS & ASI accredited certification body.
Committee member	of the British Standards Institute (BSI) Resigned 2020.
A published author	2005 - Global overview of the Wood Plastic Composites Market. 2020 – Valuing the North American Deck and railing market. More works in progress.
Former school governor	

CAREER HISTORY

<u>Dates</u>	<u>Employer</u>	<u>Position</u>
1997 – 2020	DPDS International Ltd	Managing Partner

- Formed the company through a merger of Davis Product Developments (UK) and Paul Smith International (USA), both individual consultancies. The business was never designed to be corporate in scale but rather as a vehicle for both partners to achieve their own and mutual objectives. Also operated as a director of Eko-Tek Consulting Ltd. which was focused on some specific projects with a third party primarily in the Middle East.

The main projects are below, with many smaller projects running in tandem.

2016 – 2019

***Alvic Plastics Ltd. (UK)**

Business Development Director

- Developed a program for a plastics manufacturing company to re-locate from the UAE to the UK securing both capacity filling sales and substantial post start-up equity investment.
- Compiled the full transfer business plan.
- Researched and instigated the company's technical data files and standards.
- Wrote a plan to secure an investment partner and secured the targeted investment jointly with the CEO.

2010 – 2015

***Trex Corporation (USA)**

International Business Development Consultant

- Developed, implemented and lead a global expansion program establishing distribution of their composite products through 50 countries.
- Delivered the largest individual international project for the company in the UAE (7km walkway project on Jumeriah beach front).
- Mentored key personnel in International development.

1999 – 2009

***Strandex Corporation (USA)**

International Business Development Agent

- Negotiated, supported and delivered a range of high value license agreements US\$4M - US\$12m) based upon patented WPC (Wood-plastic composite) manufacturing technology (USA, Japan, Canada, France, Greece, Qatar).
- Directed and supported the design of various plant and equipment plans for production.
- Supported the development a range of tactical sales and marketing plans for licensees.
- Supported direct to customer sales and brand development for all licensees.

1997 – 2007

Foamalite Ltd (Eire)

Business Development Consultant

- Technical and commercial support and direction, sales supporting the incumbent sales & marketing manager and board.
- Generated and delivered a business development program to launch the company through to its eventual sale.
- Evolved and delivered annual sales training and product development campaigns.
- Researched and set the technical standards for the company's products.

**As the above were completed as a consultant we have not shown the specific financial aspects but can give a broad overview for each through discussion as required.*

<u>Dates</u>	<u>Employer</u>	<u>Position</u>
1995 – 1997	Metco ltd	Business Development Manager

- Redefined and resourced their plastics distribution division taking sales from £2.4 to £4.5 million in 2 years by adding new product ranges and options.
- Concluded a £1 Million order for a new launch product.

<u>Dates</u>	<u>Employer</u>	<u>Position</u>
1992 – 1995	Robert Home Paper Group (UK)	Business Manager

- Redefined and re-resourced their plastics distribution division taking sales from £400k to £5 million in 2 1/2 years replacing every supplier in the process.
- Developed and delivered a comprehensive internal training program.

<u>Dates</u>	<u>Employer</u>	<u>Position</u>
1980 – 1991	VT Plastics Ltd (UK)	General Manager

- Various roles from branch salesman to General Manager of a joint venture company.
- Introduced a major new supplier (Dynamit Nobel) to the group developing a new multi-million pound business sector (Industrial plastics).
- Initiated and launched a joint-venture distribution facility with General Electric Europe reducing the company's stock position and cash usage by 30%.
- Researched and launched a central warehousing program to service the company's branches. Initiated several new products into the company's portfolio.