# Profile

I am an empathetic and coach led business leader and board member with an extensive track record of contribution in executive and non executive board level positions.

I possess an ability to understand and analyse new situations and identify strengths and development opportunities quickly. Extensive experience in leading and operating in complex businesses through collaboration and influence, and delivering improvements in performance. As an experienced coach and mentor I bring a collaborative, supportive and growth approach to relationships whilst also being a critical friend aplying appropriate challenge when necessary..

I bring an ability to help develop strategy and create focus and accountability for its delivery, bringing together the strategic plan to key deliverables and accountability that makes things happen. Having had a very successful career in delivering results through teams and people at all levels in complex organisations I am now applying that focus, energy and accountability as a Non Executive board member in organisations facing change or challenge. I am looking to work with ambitious organisations that have a passion for what they do and need support and challenge to create progression.

# Key Achievements

* **Developing Strategy**, plans, risk management and programme of growth to move RM Sameday from £4m to £25m and retaining double digit EBITDA.
* **Acquisitions and Merger** Created and led ***acquisition programme*** for Royal Mail Sameday, as part of strategic plan. Identifying key targets and stakeholders, engaging internal and target stakeholders, development of final state plan and proposition of offer and terms. Completion of and established pipeline of further acquisitions totaling £65m.
* Turnaround of community owned retail business from 3 years of loss to two years of profit through implementation of strategy and change of existing business organisation, compelling and motivational financial controls and establishing board focus on delivering for the stakeholders
* Relaunch of Radcliffe Market as Board Director for Community Benefit Society. Delivery of strategy, vision, brand identity, launch activity and drive to revenue and profitability with focus regeneration of Radcliffe as a whole.
* £95m plus incremental revenue during roles in RM Sales, either as Sales Lead or Sales Manager – focus on customer issues, unique propositions, performance management, coaching and development
* Immediate impact and team building to build strategy and plan driving £3.6m profit against breakeven target for Paralympic gold medal stamp programme within very short period of time.

# Experience

**Business Management and Strategy**

***P&L Growth*** at RM Sameday through ability to analyse and assess existing performance and situation, translating this to insight for change and delivering marginal gains activity alongside strategic initiatives for growth.

***Risk Management*** – identifying risk and issues within RM Sameday and established plan to review and change – people recruitment, Telephony and IT systems, Training and Customer Relationships

***Supplier Management*** across all areas of a business including IT, Creative Agencies, Telephony, Finance and HR.

**Acquisitions and Merger**

Worked as part of team delivering plans for the ***merger of 3 offshore business*** in Channel Islands during merger of Lloyds and TSB. Engaged with key stakeholders to establish existing situation, opportunities and barriers as well as ensuring ownership of task amongst senior leadership team.

Alignment of ***brand values and cross-referencing brand equity*** for Lloyds and TSB prior to brand merger. Worked with external consultancies, customer research and other stakeholders to implement programme of insight and action to bring brand positions closer. Additionally, worked as part of the team to create brand positioning for Lloyds TSB, design elements and communications plan for new brand.

**Leadership, Coaching and Development**

***Led multifunction teams*** as Head of RM Sameday - right people in right roles, performance management, clarity of challenge and engagement at individual level. Driving increased efficiency, colleague satisfaction and greater performance.

***Establish and developed 2 teams*** in RM Specialist Sales – developing teams, key objectives and sales planning, identification of individual skills and gaps, coaching and mentoring for greater performance.

Challenger Sales programme for RM Sales

Mentor, Coach and Board Advisor/Director to MD’s, Owners, Princes Trust Entrepreneurs, internal colleagues and external contacts, following extensive training and practice over a 12-year period.

**Sales and Marketing**

Identification and delivered online channel to market for RM Sameday – opportunity analysis, established plan, delivered web redesign, online booking application, pricing mechanism

Introduction of sales tracker – identifying individual and team performance, targets and gap analysis and audit trail for incremental revenue opportunities – used amongst teams and created ownership at individual level.

Face to Face sales – led bids, tenders and sales opportunities as either lead sales or sales manager role. Focus on customer issue and challenges and proposition build to highlight and exploit and present unique elements of product offering for number of multimillion opportunities for Royal Mail

Proposition development – Cost and Pricing approach, operational plan and customer proposition for Smart Meter programme at RM; Client led proposition for customer journey, acquisition and retention with major UK retailers and Travel companies as consultant; Offset Mortgages for business – what it really means; First guaranteed credit offer for small business and HP Offer for vehicles to business, Start-up and Franchise offer for launch into new markets; Customer led proposition for Fixed rate TESSA offering

Brand Development – Establish Capital Bank as key brand in personal leasing and finance market, differentiating positioning for intermediaries and end customer

**Impact and Influence**

Immediate impact and credibility when placed as interim head of marketing for Gold Medal programme – people engagement and management to establish plan and process for delivering programme for Paralympics at a time when strategic change meant introduction of new stream of activity when resources were reduced.

Board level position for Asset Finance and Capital Bank as Marketing Partner – leading integration of marketing planning into business plan, delivering incremental growth and impact through influence and collaboration with key sales functions and operational units. Personal credibility through understanding business opportunity, priorities and stakeholder management.

# Career Path

PRESENT **Business BREAD**   
**Managing Director/Owner** – Executive Coaching Business helping business owners and their businesses grow. Portfolio of Board level advisor role including NED at Stockport Credit Union, Marketing Director for Regeneration of town market, NED for retail cooperative, Coach and Mentor to Marketing Agencies, IT, and Construction businesses.

2017 **ROYAL MAIL GROUP**

***MD Royal Mail Courier Services LTD*** – responsible for growing subsidiary business organically and through acquisition, Leading people and teams through change.

***Specialist Sales Programme Director*** – Identifying and delivering capability for largest and complex Sales Opportunities

***Head of Specialist Sales*** – Build and lead 2 teams of specialist business development managers to deliver high growth and complex opportunities

***Interim Head of Marketing*** – Paralympics Gold Medal programme – Head hunted to lead marketing function for delivery of Paralympic stamps programme and generate profitable outcome

***Marketing Planning and Customer Journey Consultant*** – provide specialist marketing consultancy to large Royal Mail customers working on customer journey and experience, communications and enhancing marketing skills to driver better performance and deliver greater RM sales.

2007 **BANK OF SCOTLAND CORPORATE**

**Associate Director** – Strategic marketing partner on Executive Board for Asset Finance, Vehicle Finance and Capital Bank Finance divisions of complex organisation

**Senior Marketing Manager** – Business Startup and Franchising, Corporate Finance B2B Marketing

2001 **CO-OPERATIVE BANK**

***Business Marketing Manager*** – Product and Communications Manager for face to face, Credit and Investments

1999 Honeymoon – Career Break – Travelling extensively and working in Australia as Project Manager for Citibank

1998   
**LLOYDS TSB GROUP**

***Marketing Planning Manager*** – Assistant to Group Marketing Director

***Brands Executive*** – aligning two brands prior to merger

***Graduate Programme*** – Merger of offshore businesses, PR, Communications, Product Management

1994 **Graduation from University of Brighton – BSC Mathematics for Management**

# Development

ILM7 Post Grad Coaching and Mentoring University of Salford plus extensive practise over 12 yrs

Management Acceleration Programme Oxford University – Said Business School

Post Grad Diploma Business Management Nottingham Trent University

Bsc. Mathematics for Management University of Brighton