**Curriculum vitae**

A commercially astute CEO/COO and Board Director looking for a Non-Executive Director role.

Brings leadership, support, independence and a wide range of business experience to any Board including sound governance, general business management, strategic planning and business growth along with very strong people management skills.

Held various NED positions and more recently executive roles in Private Equity backed and privately held companies as well as public companies. Significant experience of working with software technology companies, major telecoms companies, Private Equity firms as well as private shareholders.

**Personal details**

Name: Andrew Peters

Mobile: **+**44 (0)7957 317317

Email: [andrew.stephanie@btinternet.com](mailto:andrew.stephanie@btinternet.com)

**Management headlines**

**Strategic Commercial Management:** Extensive strategic management experience ultimately identifying, planning and executing company strategies leading to enhanced profits and the long-term sustainable development of the business sectors I have been involved with.

**Financial Management and Control:** Strong experience in identifying, setting up and monitoring financial KPIs coupled with P&L and balance sheet management.

**Change Management:** Extensive experience in transformational leadership delivering all the projects through the organisation on time, within budget and successfully.

**Commercial Management and Business Development:** Well developed negotiating skills at senior executive level and Government with strong commercial acumen

**Personnel Management:** Extensive experience leading teams to work together and achieve success with clearly defined and measured objectives.

**Employment history**

**ZASE CONSULTING LTD. Nov 2015 – Present**

**Director**

ZASE Consulting is my own vehicle for managing a variety of business development and consultancy projects including the following:

* Innovative Emergency Services communications technology project
* Government-funded CAV3 connected car project
* Technology acquisition for major investment fund & venture backed technology start up.
* Chief Operating Officer at VoIP communications firm (Gradwell Communications) and part of management buy-in team backed by Private Equity investors. Led sales & marketing restructuring to achieve record sales bookings within 12 months along with restructuring and energising of Customer Support team.
* Interim CEO at GEOREACH GLOBAL LTD. Recruited by the Chairman to lead and reinvigorate this early stage people and asset tracking security software business with a sales-led focus.

**POLE STAR SPACE APPLICATIONS LTD.**

**Chief Executive Officer Jan 2013 – July 2015**

Headhunted to review and revitalise an £11M revenue privately owned, global software technology business providing subscription-based safety and security satellite monitoring services to the maritime and financial services sectors.

Key actions included:

* Providing leadership and direction to dysfunctional Senior Management Team and business
* Implementing sales strategy to retain existing customer base despite increased competition and lack of new software
* Opening up new market in the Financial Services sector with 3% annualised revenue in first six months.
* Rationalising global presence to increase market presence and reduce costs by 14%.
* Achieved consistent revenue and EBITDA growth

**SELF EMPLOYED CONSULTANT Jan 2010 – Jan 2013**

Focused on a number of business projects providing clear strategic direction for potential investments including:

* Acquisition project for telecoms services business with senior management team and presenting to shortlist of mid-tier Private Equity firms
* Project with entrepreneur and major retailer to bring new charity operation to market
* Advising and fundraising over £500k for Headcastlab founded by former head of R &D for Spitting Image –launched as a mobile application
* Operating Partner with Consilia Partners advising on potential acquisitions including a public utility company and mobile business
* Putting together strategy and business plan, presenting to Private Equity firms with incoming senior management team to acquire a publicly listed construction business
* Working with SGA Inc., an international learning and development organisation for sales teams across Europe, to help clients including Telecom Italia and IBM with their major client sales strategies.
* Consultant on London First project for 6 months working with the East London Business Alliance and others on the development of education programmes to ensure that at least a thousand East London school children were more employable as a result of London winning the 2012 Olympic bid.

**COLT TELECOM PLC.**

**Director**  **May 2006 – July 2009**

Headhunted to manage and grow a UK business with voice and data revenue in excess of £100m, reporting to the Managing Director. Management of an international team including US, Europe and Asia Pacific. Key actions included:

* Restructured and directed a sales team, increasing data revenue by 14% in first year to £58m
* Instigated voice services initiative for the UK, leading to 10% increase in revenue to £46m and 4% increase in margin in the first month of operation
* Managed an international team, delivering profitable revenue growth with 4 of the largest deals signed at COLT.

**TELEFONICA UK**

**Chief Executive Officer**  **Jan 2004 – May 2006**

**DEUTSCHE TELEKOM UK**

**Chairman and Chief Executive Officer July 2002 – July 2003**

**Chief Executive Officer July 2000 – July 2002**

**Corporate Development Director July 1996 – June 2000**

**Account Director Oct 1995 – June 1996**

**Non-Executive Director positions included Virgin Mobile Holdings plc; T-Mobile Pension Trustee Ltd; Eurobell Holdings plc.**

**EARLY CAREER 1979 – 1995**

Successful careers in purchasing, sales and management with **House of Fraser**, **Digital** and **BT**.

**INTERESTS**

Married with five children. Enjoy all sports and managed my first triathlon in 2017. I have a keen interest in education and mentoring which has led to involvement in Education Leadership Team for Business in the Community and being a founding member of Partnership in Policing (London First initiative). I have been a Board member of Byte Night (raising money for Action for Children) and have done work for Sparks (the medical research charity). From September 2006 to February 2009 I chaired the “Shaping our Destiny” campaign for the Royal Grammar School, High Wycombe which raised over £1.2million for new facilities.

**REFERENCES** Available on request