

## Mark Ashton – business leader, coach, mentor, consultant & long-term advisor

### Profile / Summary

- 22 years providing business problem solving and strategic insight to leaders/leadership teams mainly in scientific, technical, engineering & manufacturing companies, large & small. 8 years employed by mid-sized performance improvement consultancy (1997-2005), 14 years self-employed (2005-19)
- 5 years running US sales, installation & service business for UK textile machinery manufacturer. Grew sales from \$6m to \$20m pa, recruited team, dealt with succession of tough, unforeseen challenges including severe technical problems, successful competitor patent action, sharp market downturn & bribery of senior US employee by supplier, as well as intense on-going competition
- Effective relationship builder & business developer with broad network & trusted reputation
- Expert knowledge of the attitudes, behaviours & actions of the statistically measured top 1% most enduringly profitable companies
- Skilled executive coach & mentor – strong track record & testimonials working with business founders, leaders & leadership teams to improve resilience, decision making & performance
- Partnership with Dr R John Young, Chairman & Founder of McLaughlin Young (MY Group) in Charlotte NC - globally renowned in organisational diagnostics & systematic trust building

### Key Skills (LinkedIn – most endorsed)

- Strategy
- Strategic Planning
- Management Consulting
- Business Development / Sales
- Change Management
- Transformation
- Cross-Functional Team Leadership

### Key Skills (other)

- Business Problem Solving
- Creative Thinking & Innovation
- Writing, Presentation & Public Speaking
- Continuous Improvement / Lean
- Coaching/Mentoring
- Networking
- Relationship & Account Management

### Sample Case Studies

- Headhunted 2018 by President of Estonian Business Angel Network (EstBAN), who is largest investor in start-ups in the Baltic countries, as a founding mentor in a programme focused on strengthening the psychology/resilience of start-up & early stage business founders. Working with five founders via fortnightly online mentoring sessions & face-to-face mentoring in Estonia every 4 months.
- Retained in July 2017 to coach/mentor Managing Director of a £130 million UK food manufacturing business acquired 9 months earlier by a private equity-owned French foods group. Credited by other stakeholders with saving the client's job. Now his long-term trusted advisor.
- Conceived, launched & developed ½ day group coaching programme for executives & business owners, which has proven an outstanding tool for strategic planning, problem solving & building clients' confidence & mental resilience
- Co-led small team which helped key managers at Sellafield Limited, the Government-owned firm running the UK's largest, most complex industrial site, to plan a series of changes to leadership style, leadership development, & organisational culture
- Retained by Head of Finance Consulting at RSM (UK No 7 accounting firm) to work with leadership teams of 4 operating divisions in distressed FTSE 250 plc to improve forecasting & business planning, after company issued 2 profit warnings to the City within 6 months. Client at RSM & Group Finance Director of their client company were both highly satisfied with results
- Process mapped all business functions in £30m automotive parts distributor. Specified 65 business improvement opportunities. Retained as strategic advisor to Managing Director. Ran successful project to build pricing support database & analysis software
- Delivered 20% productivity improvement & sustained change in shop floor culture to UK aerospace components manufacturer, subsidiary of €620m German group.
- Asked by CFO of £4 billion British Nuclear Fuels Limited (BNFL) to create way of measuring financial performance of all nuclear decommissioning at Sellafield, the UK's largest, most complex & dangerous industrial site. Designed & implemented method described by CFO as the best business measurement system of its type he had ever seen, which helped to change UK nuclear strategy

- Asked by CEO of £35 million AIM-listed software group to advise him if £5 million subsidiary should be shut down before it dragged group into insolvency. Persuaded him to keep it open, created rescue plan, dealt repeatedly with banks' sceptical professional advisers, convinced CEO to appoint new management team, then coached and supported them through successful turnaround & subsequent growth, leading to profitable trade sale 4 years later.
- Researched \$1 billion new North American building materials market for Hanson plc by interviewing key players, examined different market entry strategies, & convinced Hanson board to enter market by acquiring No 1 player
- Researched facts & claims in Information Memorandum prepared by UK target company which had turned down Hanson's initial £350 million offer. As a result of this investigation Hanson withdrew their offer instead of increasing it
- Won competitive pitch ('beauty parade') & became trusted adviser & de facto management team member of £21 million UK-based corporate laboratory. Helped them to grow £7 million of external business outside parent corporation. After management team members gained senior positions in Global Product Safety and Development in US \$6bn merger to form Syngenta AG, was retained to conduct numerous consulting assignments, including fixing serious post-merger integration problems.
- Won competitive pitch ('beauty parade') at FTSE 100 plc RS Components (Electrocomponents), then created & delivered innovative pricing process which improved margins across four main European markets – France, Germany, Spain, & the UK

### Career History

2015-present	Resolve Gets Results™ Ltd – Owner & Managing Director
2011-2015	Camas Enterprises Ltd (trading as Resolve Gets Results™) – Director
2010-2011	Unilabs iPOCT – Sales & Marketing Manager
2005-2010	Resolve Gets Results™ LLP – Managing Partner
1997-2005	Collinson Grant Ltd – Senior Consultant (1997-2002) & Director (2002-05)
1991-1996	Bonas USA Inc – Executive Vice-President & Vice-President, Sales
1988-1991	Bonas Machine Company Ltd (textile machinery) – UK Sales Manager
1984-1988	Phillips Electronics – Systems Analyst
1981-1984	GEC Turbine Generators – Student Apprentice

### Training and Qualifications

2013	Lean Team Leader training, DAK Academy
2000	'Achieving Outstanding Performance' executive course – INSEAD, Fontainebleau, France
1999	Tutor, The Leadership Trust, Ross-on-Wye, UK
1994	Dale Carnegie Management Course, Charlotte NC, USA

### Education

1996-1997	<b>MBA with Distinction</b> – Warwick Business School
1981-1984	<b>MA in Engineering Sciences (Class II, Div I)</b> – St. John's College, Cambridge University

### Testimonials

"Mark believes in and practices everything he says, and much more besides, to achieve the kind of results that don't seem possible in the midst of the '\*\*\*\*' and bullets' of real business problems." Managing Director

"I hire you to stop me making management errors and to help fix those I do make." Divisional CEO

"Without you this company wouldn't still exist. Even if it did, I wouldn't still be running it." Managing Director

"When you pick the people in life that you would have with you in the trenches, Mark would undoubtedly be on my list." Group Chief Financial Officer

"Mark is one of very few individuals I've met who 'know where to make the mark'. A creative problem solver, a strategic thinker and a uniquely gifted leader." Business owner

"A brilliant mind. He is able to draw conclusions and make suggestions that put everything into a new perspective. A guy with a sixth sense." Founder, leading Estonian digital health & wellbeing company