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## Profile

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- Experience in business startup, large scale company restructures, acquisitions and mergers, strategic planning, fast growth environments and external agency management.
- Highly developed communication and people management skills, including managing Marketing, Purchasing and Product Management teams (both local and remote), family owners, shareholders and external stakeholders.
- Marketing Degree qualified with over 17 years experience as a Marketing Director in B2B marketing with experience in all aspects of the marketing mix including email campaigns, websites, seminars, webinars, printed and online collateral, social media, PR, promotions and lead generation.
- Financially literate with P&L responsibility throughout career.
- Board roles include Managing Director, Marketing Director and Commercial Director with previous experience in interim roles.
- Previous experience in a charity voluntary role

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## Work history

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Position: **Marketing Director (Interim)** *Dec 2018 to Oct 2019 (10 months)*  
Company: **Exertis**

Exertis is an industry leading distributor of technology products and specialist services. Their customers are retailers and companies that resell technology products. They partner with 1,400 emerging and global technology brands and over 50,000 resellers, e-commerce operators and retailers across Europe. In the most recent financial year to 31st March 2019, Exertis had a turnover of £3.631 billion and grew by 20.8%. Exertis is part of DCC, a FTSE 100 company.

### Role

Marketing Director responsible for managing a team of Channel Marketing Managers who design and deliver marketing strategies and campaigns on behalf of the brands we work with. In addition, we provide marketing services for our reseller customers.

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Position: **Marketing Director** *Aug 2009 to Oct 2018 (9yrs & 3mths)*  
Company: **Beta Distribution PLC**

Beta Distribution PLC was a technology products distributor. The business had over 2,500 buying customers including IT & Office Dealers, VARS, Online Etailers & Corporate Resellers and annual revenues of £180m. The company had direct trading relationships with a number of leading technology brands – Canon, Samsung, Xerox, Brother, Quantum to name but a few.

### Role

To create the marketing strategy and manage the Marketing department to implement that strategy, utilising all aspects of the marketing mix including email campaigns, websites, printed and online collateral, PR, social media, promotions and third party marketing on behalf of our Resellers and to deliver a profit on those marketing activities.

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Position: **Interim roles** *Sept 2008 to Aug 2009 (1 year)*

**Integra Buying Group:** research amongst the group members regarding the Marketing programmes provided by the central function leading to a number of recommendations to improve the impact & relevance of the marketing

**C2000 (now Tech Data):** review of their consumables product range and recommendations to improve the breadth of range and the accessibility to their customer base

**Beta Distribution:** review marketing strategy and department structure (leading to full time employment)

Position: **Commercial Director**  
Company: **Westcoast Ltd**

***Nov 2005 to Sept 2008 (2 yrs & 11mths)***

Westcoast is a £2bn IT Distributor, one of HPs largest European Distributors. The Consumables Division had annual revenues of £200m and an average stock value of £15m. Customers included Dealers, Corporate Resellers and some leading High Street Retailers.

#### **Role**

To manage the Supplies Business Division to achieve KPIs' which included profit target, stock turns, vendor targets and sales targets

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Position: **Managing Director**  
Company: **First4Media Ltd**

***July 2004 to Nov 2005 (1 yr & 5mths)***

First4Media was a family owned business and the largest UK Reseller of branded professional media tape products to businesses in the Broadcast, Post Production and Facilities market. Annual sales revenues of £13m and 30 employees.

#### **Role**

Executive control of all company operations, reporting to the owner, with a remit to grow existing media product sales and introduce complementary new products to the existing product range.

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Position: **Marketing Director**  
Company: **Orion Media Marketing Ltd**

***Jan 1996 to July 2004 (8yrs & 7mths)***

Orion was the leading Distributor of Printer Supplies & Data Media, with annual revenues of £200m. The Marketing function supported three distinct Business Divisions – Wholesale, Corporate & Retail. I was responsible for a team of Product Managers and a Marketing department.

#### **Role**

To manage the Product Management and Marketing teams to achieve KPI's including income targets and sales targets and to deliver marketing strategy and campaigns to support the sales growth plans.

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#### **Previous roles**

Jan '94 to Jan '96	<b>Managing Director</b> , PaperSelect Ltd, pre-printed paper B2B direct mail company
Apr '88 to Jan '94	<b>Worldwide Product Marketing Manager</b> , Inmac Ltd, IT products B2B direct mail company
Nov '84 to Apr '88	<b>Senior Product Manager</b> , MK Electric Ltd, Electrical products manufacturer
Nov '82 to Nov '84	<b>Senior Buyer</b> , STC Electronic Services Ltd, electronic components catalogue company
Sep '81 to Nov '82	<b>Sales Representative</b> , Don International Ltd, brake lining manufacturer

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#### **Voluntary role**

2003 to 2007	Vice chairman on Adoption Panel of UK adoption charity
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#### **Education**

1977 – 81	Leicester Polytechnic, BA (Hons) Business Studies (Marketing) 2:1; 4 A-Levels, 7 O-Levels
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