**Nigel Potter | Managing Director**

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Professional Profile

Global InfoTech business leader with 35 years of experience across private equity / SME / large corporates within the automotive and healthcare markets for blue chip clients in the public and private sectors, with extensive background selling to NHS Primary, Secondary and Specialty settings.

Consistent high achiever; hiring, developing and motivating commercial, development and operational teams in B2B / B2C settings across UK / Europe / Asia Pacific / North America with control of £multi-million budgets to achieve outstanding results for clients, staff and stakeholders.

Executive Skills

* Business Development
* Financial Management
* Strategic Planning
* Team Leadership
* Commercial Negotiation
* Contract Management
* InfoSec Compliance
* Human Resource

Career Summary

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| **Company** | **Role** | **Dates** |
| i4 Associates | Managing Director | Mar 2013 – Present |
| Chrysalis Solmotive | Global Managing Director | Mar 2016 – Dec 2018 |
| Hearst Health | Commercial Director | Oct 2011 – Mar 2013 |
| ScriptSwitch | Sales Director | Jun 2007 – May 2010 |
| Clinical Solutions | Sales Director | Jun 2005 – Oct 2006 |

Qualifications

* Institute of Directors London, working towards Chartered status
* BTEC Diploma with Distinction in Business Studies from Worcester College
* High grade O level Maths, English, Commerce, Sciences and Languages

Experience

Managing Director, i4 Associates, Worcestershire Mar 2013 – Present

Established this start-up consultancy, delivering interim management services to the healthcare InfoTech market followed by significant expansion across many other markets. Grew revenues from £0 to £0.25m as a one man business before selling the concepts and materials to a prominent marketing agency to take on full time role with Chrysalis Solmotive. Re-ignited business in January 2019 to deliver services to private equity;

* Interim Managing Director, Business Development Director and Sales Director roles across;

IT Healthcare / IT Services Group / Foster Care Group / Financial Services / IT Automotive

* Developed bespoke business consultancy programmes covering;

Due Diligence / Business Planning / Sales & Account Management / Forecasting / CRM

Global Managing Director, Chrysalis Solmotive, Stourbridge Mar 2016 – Dec 2018

Doubled revenue, headcount and profit of this global automotive FinTech business in under 3 years, leading key negotiations with Daimler HQ to achieve £9.0m Framework Agreement, with Volkswagen Group UK to achieve new £3.0m contract and with Toyota Australia to achieve £1.25m platform roll out. Prepared Company for sale, attaining 2 trade offers exceeding x10 multiple;

* Grew revenues from £2.4m to £5.0m in under 3 years
* Increased profit from £0.7m EBITDA to £1.5m EBITDA
* Secured second round funding of £2.0m to aid growth
* Directed business through 7 heads in 3 regions; Europe / Asia Pacific / North America
* Hired 4 key SMT heads; Product & Marketing / Operations / Technology / Programme Office

Commercial Director, Hearst Health, London Oct 2011 – Mar 2013

Re-engineered the Map of Medicine business unit from a single contract with the UK Department of Health to a national supplier across the NHS Primary Care market. Secured funding from US parent to lead the development of a new product, delivered on-time, in-budget and contracted to NHS London for £0.25m;

* Led sales, marketing, product and project delivery teams to achieve £7m revenue / £3m EBITDA
* Achieved transition from NHS National Programme for IT (NPfIT) to GP Commissioning Groups
* Surpassed market leading provider of Prescribing Decision Support software to the NHS
* Grew contract value against backdrop of the central government austerity measures

Sales & Marketing Director, ScriptSwitch, Coventry Jun 2007 – May 2010

Shaped the commercial function of this private equity backed InfoTech business to smash financial targets, trebling revenues over 3 years to £12m with an EBITDA of 50%. Increased market penetration to 61%, delivering services to more than 90 NHS Primary Care Trusts with 100% contract renewal;

* Sold business to large US corporate for x15 multiple at more than £50m
* Attained The Queens Award for Enterprise (Innovation) for significant product development
* Saved the NHS £millions from prescribing budget to fund patient care initiatives across the UK

Sales Director, Clinical Solutions, London Jun 2005 – Oct 2006

Led the Global sales and marketing team of this private equity backed InfoTech business, achieving £24m of revenue through contracts with Department of Health, NHS Primary and Secondary Care Trusts, NHS Scotland, Norway’s Health Department and the Portuguese Ministry of Health.

This represents the last fifteen years’ experience. Previous roles have included; Sales Director Torex Health, Head of Sales McKesson UK, General Manager Lex Land Rover and Group Sales Manager Johnsons Volvo.