

Mark Wilson

Manchester | mark@markwilsonandassociates.co.uk | 07503 928284 | [LinkedIn](#)

A Managing Director with a proven ability to profitably grow business and create shareholder value

Mark has over 30 years of experience in turning around companies' fortunes in the most emphatic of manners. Be it implementing new IT systems, forging new and lasting relationships with finance providers or restructuring existing departments to make them work more efficiently, he has consistently delivered outstanding results. He is a trusted advisor with extensive experience in managing change, and building and leading teams in wholesale, retail, and franchise markets in the UK and abroad.

Now seeking NED roles to add value to organisations in terms of risk management, independent oversight, and guidance on development strategies.

AREAS OF EXPERTISE

- Business Planning & Control
- People Development
- Change Management
- Strategy
- Marketing & Brand Development
- Sales Management
- Organisational Restructuring
- New Business Sales Growth

NOTABLE NON-EXECUTIVE BOARD & CONSULTATION ROLES

Non-Executive Director, MWA-Accounting Ltd

2019-Present

- Consultancy-based role monitoring compliance with ACCA regulatory framework. Advising the Board of courses of action to take the company to the next level.

Board Advisor, Actera Private Equity Group

2012-2014

- Long term advisor on the implementation of a five-year strategic plan. Advised on acquisition of ATM dis Ticaret Pazarlama A.S, Turkey (Joker), the launched of four new concept stores. Supported the executive team to deliver €50m growth in sales and the creation of an authoritative ecommerce division whilst deploying and maintaining 2,000 employees and 100 stores.

Non-Executive Chairman/Part Owner, Go Green Electricity

2011-2014

- Organised and Chairing quarterly board meetings. Ensured compliance with the Companies Act and Renewable Energy Consumer Code

Council member/Expert Network, Gerson Lehrman Group

2011-Present

- Providing expert advice to banks and private equity investors on the nursery and toy industry, both in the UK and abroad.

Executive Member, The Baby Products Association

1996-2008

- Promoting the baby and nursery products sector in the UK and Europe.

OTHER NOTABLE EXECUTIVE CAREER CHRONOLOGY

Founder/CEO, Mark Wilson and Associates Ltd

2011-Present

- Providing mentoring services and support to several business start-ups in the following sectors: Accountancy Practice, PR Agency, Baby Products Amazon Retailer, Hairdressing Salon, and Reflexology Practice.
- Wrote and developed a comprehensive A-Z training workshop to support entrepreneurs intending to start their own Amazon Private Label Business. Launching in October 2019.

Managing Director, Plum Products Ltd

2014-2019

- Restructured the senior team and established a new social media marketing strategy
- Oversaw the creation of a new B2C division with **£2m** of sales.
- Won UK distribution deals worth **£1.2m** and increased domestic sales by **50%**
- Developed an International Trading Strategy and achieved sales to 50 countries in four years. As a direct result of this strategy, international sales rose from **£250,000 to £4m**
- Lessened the dependency on the business' largest customers by **40%**. Also increased listings from notable stockists by **40%** and improved same-day despatch record to **99%**

Managing Director, Venture Photography Group Ltd

2008-2010

- Returned the company to profit within six months of joining the business
- Restructured the cost base of the business' which saved **£2m**
- Implemented an improved trading and product development strategy, which increased the gross profit by **9%**
- Increased earnings (before taxes and interest) by **54%** in just 12 months
- Revamped the existing website which resulted in traffic increasing by **50%**, and sales improving by **15%** in only 9 months.
- After personally overseeing and implementing a new Customer Care Department, production margins increased by **8%**, customer complaints were reduced by **50%**, and the business expanded to the USA.

Managing Director, Mamas & Papas

1992-2008

- Turnover increased from **£14m** to **£120m** - and shareholder value increased tenfold
- Managed a **£10m** relocation to a green field site, on time and on budget, and established a call centre with **50** staff
- Responsible for the roll out of 33 retail stores with combined sales of **£50m+**
- Grew the ecommerce sector so that online sales accounted for **12.5%** of all sales
- Devised the International Franchise Model and negotiated the first agreement with Middle Eastern partners
- Successfully negotiated the acquisition of two businesses
- Negotiated a multi-million-pound financing package for the group and continued to forge a lasting relationship with the banking force behind this.

PROFESSIONAL QUALIFICATIONS

- **Institute of Chartered Accountants in England Wales, Qualified**

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