

Seasoned Interim Business Development Director with a strong sales, commercial and financial background. Skilled business to business board level sales specialist with international sales experience.

Professional Profile

- Big Four and Blue Chip background with sales, commercial and finance appointments, in several sectors including: Telecommunications; Technology; Media; Retail; Financial Services & Manufacturing.
- Over twelve years' international sales and delivery consulting experience with KPMG - seven at Director level.
- Used to setting direction and managing a business as a Director, often in a virtual and entrepreneurial environment.
- Built dynamic networks and teams; developed *new* and profitable business; instigated and managed significant change.
- Developed compelling sales & marketing strategies, opportunities and long-term sustainable business relationships.
- Excellent people and conflict management skills, including top team facilitation and coaching.
- Deep negotiation experience and success with client procurement and legal teams.

Sector Experience
Professional Services
Technology
Media
Telecommunications
Retail
Financial Services
Hotels & Hospitality
Manufacturing

Operational Experience
Business Development & Account Management
Major Commercial Negotiations
Risk Management
Business Transformation
Shared Services
Process Reengineering
Cost Reduction
Distressed Business Services

Professional Experience (1997 to DATE)

Smarter Limited: 2009 to DATE

Created and set up a business consulting and interim management company that specialises in helping companies orchestrate strategic initiatives, improve operational efficiency and raise management effectiveness.

Significant Achievements:

- ~ Interim Business Development Director, **Berwin Leighton Paisner LLP** - engaged by the Commercial Director; developed a Sales & Marketing Improvement Programme which included:
 - reviewing, enhancing and consolidating the existing pre-sales process;
 - reviewing and helping to progress the existing pipeline;
 - reviewing and improving the existing sales and marketing collateral; and,
 - generating sector specific sales and marketing collateral.
- ~ Interim Business Development Trainer, **McGrigors LLP** - accountable to the Head of Business Development; designed and delivered a bespoke intervention for McGrigors business development professionals. The intervention focused on improving business development skills, tools and confidence, in order to win and retain more long term business. Recommended next steps and actions for each participant were also presented.
- ~ Interim Sales Director, **Fenton & Co LLP** - accountable to the Senior Partner of this London based career management practice; transformed sales effectiveness and sales success, providing the experience and insight needed to develop effective sales strategies and supporting business models and, long-term sustainable business relationships.
- ~ Interim Sales Director, **Simplexity Partners Limited** - accountable to the Board of this boutique management consultancy. Specialising in change leadership and the programme & project management of strategically important projects; created, developed and led several significant business opportunities with *new* clients, including a substantial win at **Thomson Reuters**.

Jefferson Wells Limited: 2008 to 2009

Business Development Director (Jefferson Wells)

Sep 2008 - Jun 2009

Headhunted to bring Big Four international accountancy and consulting experience to Jefferson Wells. Reporting to the Managing Director, the role was entrepreneurial in nature requiring strong leadership, management, business and analytical

skills in four key areas: Internal Audit & Controls, Technology Risk Management, Tax and Finance & Accounting.

Key Responsibilities:

- * Enhance profitability, by developing compelling sales opportunities and long-term sustainable business relationships with *new* clients in the Technology, Media & Telecommunications sectors.
- * Implement client management strategies through focused account planning and targeting, working with other directors, managers and professionals.
- * Build 'comfortable' relationships with key buyers and seek to develop 'mentor' relationships at senior level within each client; map, measure, develop and track key relationships within each client.
- * Develop internal relationships with Jefferson Wells service leaders in order to ensure that potential sales opportunities are qualified in line with the existing Jefferson Wells services.
- * Identify and collaborate with the best mix of Jefferson Wells resources to bring the best solutions and client satisfaction to each client.

Significant Achievements:

- ~ Quickly developed relationships with **Manpower Group** companies; leveraging their Strategic client relationships with accounts such as **Thomson Reuters** and **Microsoft**, where Jefferson Wells had no presence.
- ~ Opened up *new* accounts for Jefferson Wells, creating opportunities and fees in: **Royal Mail**, **Camelot**, **Thomson Reuters**, **Huhtamäki** and **Microsoft**.
- ~ Successfully managed a major RFP for Contract Labour with **Shell International**.

KPMG: 1997 to 2008

Global Account Director (KPMG LLP)

Jan 2005 - Aug 2008

Invited back to KPMG as a Director, to help further develop their global business development programme, while also managing a number of technology, media and telecommunications accounts, including leading the international client service teams and taking full P&L responsibility.

Significant Achievements:

- ~ Generated over £10.0m Advisory and Tax sales over four years, achieving an average of 118% of full year target.
- ~ Developed **Nokia & Reuters** (Global) **AT&T & Canon** (EMEA) and **Deutsche Telekom & France Télécom** (UK) from minimal advisory and tax fee generating accounts to commercially acknowledged success. This was achieved through building strong international client relationships, rigorous account management and successful negotiations with client procurement and legal teams, to implement global master services agreements on each account.
- ~ Created a "One Pager" account plan which was acknowledged as being extremely helpful in both implementing account strategy and providing easy to read (and digest) reporting and decision-making information. This became a default standard within KPMG Advisory.

Interim Account Director (KPMG LLP)

Jun 2003 - Dec 2004

Accountable to Vice Chairman of the Global Board; responsibilities included assuming overall responsibility for opening and building the **Nokia** account and, delivering key UK Board sponsored projects.

Significant Achievements:

- ~ Developed and implemented an integrated Global marketing and business development plan for **Nokia**.
- ~ Directed a virtual team, leading to KPMG winning the "Accountancy Age - Big Four Firm of the Year 2004".

**Major Account Director (Atos KPMG Consulting)
Account Manager (KPMG LLP)**

Sep 2001 - May 2003

Sep 1999 - Aug 2001

Promoted to Account Manager in 1999 and Major Account Director in 2001; managed all business development activity for the Media sector. Led a large team of partners and account managers, in developing and implementing sales strategy.

Significant Achievements:

- ~ Generated over £30.0m Consulting sales over four years, achieving an average of 146% of full year target.
- Reuters (now Thomson Reuters)** - sold over £23.0m to this global client. In May 2000, made the first sale of £3.6m;

this led to two significant projects, and included the closing of a single deal of £10.6m. The projects were:

- £13.5m global *Shared Services* project that included radical change to the company's people, processes and technology across three time zones, generating savings of over £100m in operating costs (*Case Study available*);
- £9.6m *Performance Management* project that led to the global replacement of all financial reporting processes and systems, significantly increasing the accuracy and timeliness of all financial information.

United Business Media - sold over £5.0m to this international client. In particular, led a bid for an IT project in the USA and successfully fought off five US competitors to close a £2.8m deal.

- ~ As leader of the managed accounts group, achieved a 40 percent increase in sales performance, compared to YTD forecast at the time of appointment, giving rise to a year end total of £45.7m (102% of FY Target).
- ~ Aggressively overhauled the sales pipeline. This enabled more efficient use of resources while at the same time increased the 'conversion rate' of sales opportunities from 1 in 11, to 1 in 3.

Principal Consultant (KPMG LLP)

Jun 1997 - Aug 1999

Headhunted to join KPMG's Financial Management & Performance Improvement group; the role had responsibility for the sales and delivery of financial and operational consulting in the Technology, Media and Telecommunications sectors.

Significant Achievements:

- ~ Programme Manager, **Express Newspapers** - sold and programme managed a £1.1m finance system implementation project that included significant change in the finance function's structure and processes.
- ~ Project Manager, **Global One** - based in Belgium, successfully project managed the first annual budget for the European sales region of the Global One Alliance of: Deutsche Telekom, Sprint and France Télécom.
- ~ Workstream Manager, **Quadriga Worldwide** - successfully delivered a complex process and systems review for Quadriga; the European market leader in digital-IP based services to the hotel sector.

Earlier Professional Experience

- **Interim Management**
 - ~ Interim Commercial Director, **British Shoe Corporation Limited**
 - ~ Interim Freelance Writer, **John Wiley & Sons Limited**
 - ~ Interim Financial Management Manager, **Amstrad plc**

- **Cable & Wireless plc** (Telecommunications)
- **Lowndes Queensway plc** (Furniture Retailing)
- **Midland Bank plc** (Now HSBC - Retail Banking)
- **Moorland Hall Partnership** (Hotel & Restaurant)
- **Iford Limited** (Photographic Manufacturing)
- **Union International Company Limited** (Food Distribution)

Education

Higher: MBA Masters Degree (with Specialism in Marketing) University of Strathclyde
Professional: Fellow of the Chartered Institute of Management Accountants
Secondary: Harold Hill Grammar School

Interests

Entertaining; dining; wine tasting; walking; golf & photography.

- **Commercial**
 - Rate:** c£1250 per day
 - Mobility:** Flexible
 - Availability:** Two weeks' notice