

PROFESSIONAL PROFILE

A versatile and accomplished Global **Strategic Marketing Director & Business Development Director**, with a track record of accomplishment delivering innovative marketing, commercial support and operational leadership across a variety of B2B/B2C sectors internationally including Engineering, Automotive and Chemical. Exceptional analytical problem solving skills, and the proven ability to plan and execute business transformation, process re-engineering and new product development projects and programmes to support business sustainability and drive growth. Currently looking to apply a broad portfolio of skills to a challenging interim or permanent marketing leadership role and flexible to deploy for global assignments at short notice.

KEY SKILLS

- Global Marketing & Business Development Strategies
- £Multi-million Budget Control
- New Product Development & Launch
- Cross-Cultural Team Leadership (Fluent German)
- Brand Architecture & Repositioning
- IT Implementation, Web & Social Media
- Cultural Change & Process Re-engineering
- Above/Below the Line Marketing & PR
- Product Management & Pricing
- Stakeholder & Customer Relationship Management

CORE COMPETENCIES

Sales & Marketing Strategy and Op.Management: An experienced member of the senior management team; developing and deploying strategies which grow mature/emergent markets, improve market share, extract cost and positively impact EBITDA.

Leadership: Accustomed to building high-performing internationally dispersed, culturally diverse teams of up to 180 globally in direct and matrix styles; harnessing talent, succession planning and setting tangible KPIs to achieve objectives.

Finance & Numeracy: Capably manages £/\$Multi-million P&L, budgets, RoI calculations and commercial contract figures.

Customer Relationship Management: A credible communicator, with a deep understanding of customer dynamics and extensive expertise in focus groups, needs identification, segmentation, retention, service requirements and price positioning.

New Product Development & Launch: Significant R&D and product engineering experience; analysing qualitative/ quantitative market intelligence to provide evidence-based platforms for NPDP, product management and portfolio evaluation.

CAREER HEADLINES & KEY ACHIEVEMENTS

A track record of project successes and promotion in senior marketing & operational roles for \$Multi-billion global organisations including MAN Truck & Bus AG, Scania, UK and International Paint, with numerous achievements, including:

- As Interim **Global Marketing & Business Development Director for International Paints**, implemented a robust function across Asia and the US; introducing brand/product management, research, mar comms and market segmentation.
- As **Vice President Global Marketing at MAN Truck & Bus, AG**; re-integrated a 180+ MAN worldwide marketing team, creating a robust support function for market planning, product management, mar comms & training;
- Instrumental in developing/executing strategies which increased European market share from 13-15%, with a revenue increase from £100m to £500m including the successful PR launch of 3 worldwide products which achieved 40% RoI.
- Spearheaded a Product & Pricing Streamlining Program which evaluated and rationalised the portfolio from 6,500 product lines to 200; improving return on sales from 0-6% and return on capital employed (£100m) from 20-40%.
- Employed 100 internal sales staff, changed the value chain model by focussing distribution network on aftersales; led the selection and implementation of a CRM system and introduced Computer Based Training, which saved £0.5m costs p.a.
- Led the commercial negotiations to secured lucrative corporate sponsorship deals with Formula 1.
- As **Marketing Director, MAN ERF UK & Ireland**; led the successful post-acquisition cultural integration of ERF into MAN and played a pivotal role in increasing market share from 4-17% and brand awareness from 50-90%;
- Undertook competitor analysis which led to the development of a new cab; led a team of 15 for 12 months to develop and deliver the new product launch and generated €24m sales revenue from €3m investment;
- Led a 3 month project and matrix team of 5 to introduce a new service contract which increased market penetration from 25-65% and delivered £200k RoI per annum.

PROFESSIONAL EXPERIENCE

2006 – Present:	Director & Marketing Interim Consultant	TWO Ltd, Oxford, UK.
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Undertaking a range of interim and consultancy marketing and commercial development roles globally, including:

- **Financial Services organisation:** 24 months 'turnaround' of a mature start-up company, creating a robust marketing, web presence and operational infrastructure which resulting in 100% turnover growth to £0.5m.
- **Mercedes-Benz, UK:** 12 months developing and implementing diploma level management training.
- **International Paint:** 12 months as Interim Global Marketing & Business Development Director; managing a team of 15 and working across Asia and the USA.
- **MAN Truck & Bus AG:** Contracted to conduct a number of market research projects.
- **Large FS Membership Organisation:** Consultancy work to develop a business plan and lead and rebranding project.

2002-2006:	Vice President Marketing	MAN Truck & Bus AG, Munich
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Promoted based on high performance to supporting the €9Bn t/o global automotive business with 30,000+ employees:

- Reported to the Executive Board Member for Sales, Marketing & Services, leading a multi-cultural global team of 65 direct reports, with a total of 180+ employees functionally in a matrix environment.
- Responsible for the strategic and tactical worldwide delivery of market forecasting & research, planning, brand development & management, product & service marketing, new product introductions and service & parts.
- Led key programme activity focused on market forecasting, product management (6,500 lines at commencement), transfer pricing, mar comms, corporate sponsorship and agency management.
- Working with key stakeholders, joint venture partners and private importers across numerous cultures and territories globally including EMEA and the ASIA Pacific.

1996-2002:	Marketing Director	MAN ERF Truck & Bus UK
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Leading automotive engineering and manufacturing Company with £1bn annual turnover and 1,000 employees.

- Reported to the Chief Executive, with control of an Opex budget of £7m and mobilisation/development of a team of 15.
- Strategic input across all business areas including Dealer market strategy/planning & forecasting, research network planning, product & service marketing, service & parts marketing, finance contracts marketing and agency management.
- Co-ordinating marketing, incentivisation strategies and product training across 65 dealerships with 100+ employees.
- Project-managed R&D programs, new product development and international product launches.
- Led a commercial team, focused on securing special military vehicle sales for MOD and municipal organisations.
- Managed the entire supply chain function including demand forecasting, order processing and logistics.
- Driving cultural change throughout the business to change the value chain and enhance customer service.

EARLY CAREER SUMMARY

1982-1995: Progression to Marketing Manager, Scania GB Ltd.

- 13 years successful career progression through a range of roles including Technical Sales Manager; National Account Manager; Business Development Manager, Sales Operations Manager and finally Marketing Manager.

>1982: Product Development Engineer/ Technical Apprentice, Vauxhall.

QUALIFICATIONS & PROFESSIONAL MEMBERSHIPS

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- Master in Business Administration (MBA), 1996.
 - Member of the Chartered Institute of Management (MCIM).
 - Member of the Society of Operations Engineers, with a full Technological Certificate in Mechanical Engineering.

LANGUAGES

Fluent in German & English.

REFERENCES

Exceptional references and testimonials available upon request.