

DAVID ANDERSON

BUSINESS SERVICES

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Introduction

I served as a director for a well established and highly regarded technology and services organisation for ten years. I am now applying my broad commercial experience to deliver management services to organisations requiring assistance with business projects.

I possess keen commercial awareness coupled with natural leadership skills and strong intellect. I have excellent planning and organisational capability with first class communications skills. I am well respected in my field, having earned a great reputation with customers and work colleagues. I have delivered many programme management and process improvement projects. I am capable of driving and embedding positive change. I have the drive and experience to get the job done. I am available to assist organisations on assignment basis.

Services

I can provide experience in the following areas:

Business development

Drawing on over 20 years of sales and sales leadership experience I can assist organisations to improve their business development capabilities, by providing assistance with: team development; target/objective setting and measurement; marketing and presentation; account management methodologies and approach; market penetration planning; systems and processes planning; product / service propositioning.

Interim / programme management

With my proven history of managing a business and client programmes I am able to provide short-term senior management expertise. I can provide rapid hands-on resolution of business problems on a short-term basis or assist a business if they are looking for help in initiating or delivering a new project or are experiencing issues within an existing initiative.

Performance monitoring

I can assist in improving a businesses performance using a proven methodology designed to integrate key performance indicators through a graphical business dashboard. This is a formalised business reporting methodology, which can: unify KPI reporting; minimise volume of monthly reporting; highlight key trends and issues across the business; standardise reporting disciplines and responsibilities; assist in interpretation of data through graphics.

For full details and access to web links and other downloads, please visit:

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Experience

Significant activities that I have undertaken include:

Business development

'I have broad sales and marketing experience. I have proven ability through having been a business development director for 10 years and involved in sales for over 20. I have been involved with pioneering many new markets and able to demonstrate consistent business growth and sales achievements. I am steeped in all sales methodologies and approaches and understand how to maintain long-term client retention.'

Technology start-up

I was involved from the inception of this start-up business, working alongside successful serial entrepreneurs to develop the route-to-market strategy, which has resulted in agreements with a multi-national enterprise services company, and adoption of the technology within major household name ISPs.

Licencing programme initiation

I was involved in the development of the License Efficiency Program, which with close involvement of Microsoft Corporation, ensures optimum software licensing across the enterprise. The LEP is currently being introduced to some of the World's largest corporations across Europe and the USA.

Business restructure and re-branding

'I was responsible for project managing the transformation, which included planning, communicating and driving the various elements of the project. The final phase was the rebranding of the organisation...'

Retail branch development programme

'As Account Director, I was responsible for the planning and management of this nation-wide programme, which was very successful and resulted in further branch development activity for other group companies...'

Motor dealership productivity

'As Account Director for the company I was responsible for the co-ordination of the planning and delivery for the project. This system is now installed across the country in many dealerships including Toyota, Mitsubishi, Porsche and VW and has received numerous industry and trade plaudits...'

ICT assessment & strategy framework

'In conjunction with colleagues and partners, I was able to develop what Croft branded, the 'hub'. This process provides the means for Croft's customers to get an impartial assessment of how they use IT now, and the steps they need to take to get the best out of IT in the future...'

Business performance measurement

'I became involved with the development of a process and supporting system which would enable this to be handled effectively. The business dashboard concept has now enabled other customers to take advantage of this methodology...'

Career

Here is a summary of my career

Business development director – Croft Technology plc: 1994 - 2006

'I oversaw all business development strategies. I designed client engagement methodologies and supporting functions, including corporate branding, marketing programme creation and management, account management structure and planning, service product creation and rollout, strategic client consultancy, customer relationship development and contract negotiation. I held P&L and budget responsibilities, planning and implementation of sales plans. I provided team training, coaching and mentoring. ...'

Business development – JBA (UK) Ltd: 1991 - 1994

'I was responsible for the development of new business software and services sales, initially within the north-east. I assisted in the development of the local presence and capability, including gaining local market knowledge and mind-share and support from regional IBM branches...'

Sales management – Croft Computers Ltd: 1986 - 1991

'commencing as a trainee salesman, progressing to sales manager, responsible for a team of four salesmen. I achieved a significant sale of a commercial ERP system winning against national competitors...'

Divisional management – Inspection Services bv: 1983 - 1986

'I developed a business, more or less single-handedly in a non-familiar country at a fairly young age...'

Oilfield equipment inspection – AMF Tuboscope Corporation: 1980 - 1983

'I co-ordinated and delivered specialist services while integrating with regional cultures...'

Marine engineering – Houlder Brothers: 1975 - 1980

'I acquired a very broad range of practical, educational skills which have formed a pivotal backbone to my current broad capability ...'

Personal

Particulars

Full driving licence with no penalty points
In excellent health, a non-smoker
Personality profile – DISC: high D, secondary C

Education

HND in Mechanical (Marine) Engineering
Numerous professional development courses undertaken

Interests

Road and off-road cycling, snowboarding and climbing
Playing live music
Restoring classic vehicles