

### PROFILE

- **Sales and Marketing** professional with experience in a number of technical fields including **electronics, factory automation, control** and **scientific instrumentation**.
- Demonstrable success in **product launches** and business development in the UK, and overseas
- Worked in the **USA** in an international business development role and the setting up and successful **management** of a **sales, design and manufacturing company**.
- **Managed** a department of 25 marketing and sales staff - developed systems including those for prospecting, business development and planning.
- **Computer** literate including network and internet/website experience.

### Qualifications

- **B.Sc. Physics/Electronics**
- Diploma in **Management Studies & Marketing**
- Member of the Chartered Institute of **Marketing**
- **C&G Telecommunications** Final Certificate

### CAREER SUMMARY

**July 2002 to date - IMS RESEARCH** - (Market research company specialising in the electronics and industrial automation markets)

#### **Senior Market Research Analyst**

- Researching detailed information on specific specialised markets in industrial automation, analysing the information and data, writing the report, and conducting the sales campaign to sell the finished report.
- Recent market studies include those on integrated servo and stepper motors, industrial networking, industrial Ethernet products machine vision and wireless technologies.

**June 2001 to July 2002 - ARROW ELECTRONICS (UK) LTD** - (world leading electronic component distributor)

#### **Technical Account Manager**

- Responsible for the sales and technical support of semiconductor products to major customer base (£0.25M to £1M) in the South West of England and South Wales.
- Specialising in the following franchises - Agere (Lucent Technologies); Agilent (Hewlett Packard); Altera (specialist PLD manufacturer); Hitachi Semiconductor; IDT; Intel; Linear Technology; Microchip; National Semiconductor.
- Provide design and component selection support to the customer base.
- Manage the day to day running of major accounts including order administration and fulfilment.
- Assess potential prospects for inclusion in the major customer programme.

**Nov 98 to Sept 2000 - SCIENCE MARKETING INT'L LTD** (a distributor of scientific instrumentation and consumable items)

#### **Sales and Marketing Manager**

- Responsible for the sale of chromatography consumable products to laboratories through direct accounts and distributors.
- Quadrupled the number of active accounts
- Organised all promotional activities mainly involving the trade press, national and local exhibitions.
- Managed the company's web-site, including liaison with contractors and maintenance of site content. This involved the use of professional web building and e-commerce software.
- Maintenance and development of the company's database - instigated mail shots, fax shots and e-mail shots.
- Launched new products, wrote press releases, wrote technical literature.

**Jan 98 to July 98 CASIO ELECTRONICS LTD** (Japanese manufacturer of electronic products)  
**National Sales Manager-Systems (EPOS & IT Solutions)**

- Produced organisational, business and marketing plans for the division.

**1992 to Jan 1998 SCI-TEK INSTRUMENTS** (a company specialising in the servicing of analytical instruments)

**Commercial Manager in the UK, then CEO of new venture company in the USA.**

- Installed management systems for customer and **prospect tracking**
- Instigated initiatives to generate **new business**.
- Created the mechanisms to gain **ISO 9000**.
- Organised **press releases** and other marketing initiatives.
- Started **new company in the USA** in the POS display field.
- Managed all functions of the company inc. sales marketing development and manufacture.

**Jan 1988 to 1992 - ALLEN BRADLEY AUTOMATION LTD** (major US manufacturer of factory automation products now called Rockwell Automation)

**UK Marketing Director**

- Set up new marketing department of **25 people** that included 8 specialist sales engineers.
- Met all objectives and targets set including increasing sales to **£72M**
- Created many innovative **marketing campaigns** and repositioned the company's image in the market place which dramatically improved the company's visibility and appeal.
- From the **USA** successfully managed the company's first global launch of a major product line.

**1982-1988 MITSUBISHI ELECTRIC** (Major Japanese multi-national)

**Sales Exec, promoted to Marketing Manager**

- Started from scratch the company's **Factory Automation** and **Automotive component** businesses in the UK.
- Largest order **£4M** to supply Ford with alternators.
- The Factory Automation products included the company's range of **programmable controllers** which have become one of the leading brands and established the company as one of the leading suppliers to the UK market
- **Appointed distributors** as well as securing major direct contracts including one with RS Components which became a **£4M** pa account. Managed product managers for various lines.
- Both divisions are still successful and active today.

Full career details available on request.

## **PERSONAL INFORMATION & INTERESTS**

- British citizen
- Married with 3 children - no dependants
- References and copies of qualification certificates available on request.
- Full and clean driving license.
- Interests - many, including computing, electronics and music.

## **OTHER ATTRIBUTES**

- Fully experienced with **PC systems** including LANs and numerous software packages including website generation and the internet.
- **French and German** languages spoken and written (would regain fluency with use)
- Many **articles published** particularly on programmable controllers, networking, machine vision and other industrial markets.
- Served on GAMBICA, the UK's electrical control industry's trade organisation.