

PETER SPALTON
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An experienced freelance business development leader and accomplished man-manager with a sound commercial approach and a track record of innovation and success. Combines strategic consultancy with a flair to devise and implement imaginative business development programmes to achieve short and long term goals. A skilled communicator with extensive experience of facilitation, public speaking and dealing with the media.

PERSONAL QUALITIES

- tenacious achiever with 30 years experience in sales and marketing.
- sound decision maker with good business judgement and extensive experience of preparing, presenting and implementing realistic business development plans.
- innovative forward thinker with a track record of developing business through multiple sales channels and improving margins in highly competitive environments.
- mature, confident and fluent communicator who is 'at home' with main-board directors and senior executives.
- published author and public speaker with three books from Harper Collins and appearances on national TV and radio.

SECTOR EXPERIENCE

Experience of the following sectors whilst working as a freelance.

Healthcare and residential care	Government agencies
Defence services	Engineering ceramics
Engineering and machinery	Automotive aftermarket
Heating, ventilating and air conditioning	Industrial distribution
Internet services & software	Marketing services
Mobile communications	Medical devices distribution
Polyethylene film production	Pet products and accessories
Print & paper products	Precision engineering
Telecommunication services	Electronic equipment

FREELANCE CLIENTS

A vast range of different assignments for multinationals, private companies, public bodies and family firms. Some are small organisations, but most are medium-sized subsidiaries of international groups. Well-known clients include:

Adare Printing Group plc	AT&T Easylink Services
British Telecommunications	Barnes Group (UK)
GTIE UK (part of Vinci Energies)	Meggitt Electronic Components
Morgan Matroc	Myratech.net plc
National Health Service	Northern Telecom (Nortel)
Securicor Communications	VAX International

SOME PREVIOUS ASSIGNMENTS

Market Development Strategies

- reviewed the strategic direction for a subsidiary of an engineering mini-conglomerate. Developed a five-year marketing plan with the managing director and presented to the main board. Identified a niche that generated revenues of £1m in nine months.
- conducted a strategic review of a £10m company providing specialist services to the electronics industry. Developed a SWOT analysis, identified market dynamics and key factors for success. Devised future market scenarios, evaluated their strategic options and worked with the management team to create and implement a three-year plan.

Opportunity Evaluation

- evaluated the world-wide product opportunity for an electronics company. Identified market dynamics, barriers to entry and business potential. Researched competitors and key customers. Developed a three-year roadmap and market entry plan.
- prepared the sales and marketing section of a business plan to raise £100m of venture capital for the purchase of a pan-european printing group from its US parent.
- developed and implemented the market introduction plan for a consumer electronics product. Established an operation to deal with sales 'off-the-page', conducted national PR and lead generation advertising in selected magazines. Achieved sales target in first three months and sold the manufacturing licence to a major company.
- conducted due diligence on the sales operation, competitive positioning and market potential for the purchase of a £35m company on behalf of a Irish public company.

Sales Channel Development

- streamlined the sales operation of a precision engineering company and created a central call handling centre. Established procedures, commission structure and coached call centre staff.
- devised and directed a programme to improve sales and margin for an industrial distribution company with over 75 direct sales people. Worked with the sales director to interview key customers and review the sales operation. Introduced new sales techniques to increase customer purchase patterns, sector focus and profitability.

Interim Sales & Marketing Management

- recruited three additional sales people for a specialist mobile communications company. Worked as interim sales manager for six months with four territory-based sales people, a major accounts manager, a marketing executive and two sales administrators.
- acted as part-time Sales Director of a contract cleaning company with 700 staff in the Midlands and North of England over a period of five years. Helped gain a major national account worth £10m over three years.
- acted as part-time marketing manager over 18 months for a national distributor of engineering products with a team of four marketing staff and a budget of £150k pa.

Mentoring, Coaching & Facilitation

- mentored the Sales Director of a £20m printing company over a six-month period.
- developed and facilitated a series of culture change workshops for senior executives of various business units within the MoD, NHS and Social Services.
- coached the Sales Director of an internet company for the first 12 months after their IPO.
- devised and facilitated a two-day Development Centre for the directors of a £500m plc.

CAREER HISTORY

1989 – Date Freelance Business Development Director

- Interim sales and marketing management; consultancy projects in marketing and business development; sales coach and facilitator.
- Member of TeabagTalent™, the Professional Speakers' Association, the Institute of Management Consultancy and a Certified Management Consultant.

1988 – 1989 Nokia Data (Computers & Communications, £13m & 180 staff) Director of Marketing and Customer Service

Formed in February 1988 by Nokia's take-over of Ericsson.

- 120 staff with over £6m in software and services revenue
- formulated marketing strategies and customer service policies
- directed all internal and market communications
- prepared and negotiated budgets and business plans
- devised sales commission and company bonus schemes

1985 – 1988 Ericsson Information Systems (Computers, £30m & 300 staff)

1986 – 1988 Director of Marketing and Support

- 50 staff with software revenue of £3m pa
- formulated marketing strategies and software support policies
- directed all market communications and public relations
- prepared business plans and budgets, agreed them with Swedish HO

1985 – 1986 Market Development Manager

- 20 staff based in three UK offices
- devised product marketing and pricing strategies
- managed third-party sales channels for PCs and software

1976 – 1985 International Computers Ltd (Computer systems, £900m)

1984 – 1985 Office Systems Marketing Manager

- 6 staff marketing mini-computers, PCs, networks and office software
- formulated UK product marketing and pricing strategies
- prepared UK business plans at revenue and gross margin level

1981 – 1984 Mainframe Software Product Manager

1980 – 1981 Manager Mainframe Promotions

1976 – 1980 System Consultant & Project Manager

EDUCATION

St John's School, Leatherhead

O and A Levels

Kingston Polytechnic

HND in Electronic Engineering

Company & self-funded training courses

Basic Management Skills

Project Management Techniques

Train the Trainer

Professional Selling Skills

Dealing With the Media

Advanced Marketing Techniques