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An experienced freelance business development director 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 working with the media - TV, radio and press.

## **PERSONAL QUALITIES**

- sound decision maker with good business judgement and extensive experience of preparing, presenting and implementing realistic business plans.
- innovative forward thinker with a track record of identifying and developing new business opportunities through multiple sales channels and other third parties.
- confident and fluent communicator with highly-tuned interpersonal and man-management skills in both one-on-one and group situations.
- avid and enthusiastic networker who is in his element when working a room full of 100 people.
- highly-skilled professional speaker with extensive experience of speaking at staff events and conferences as well as appearances on national and local TV, and BBC and commercial radio stations around the country.
- tenacious achiever with 28 years sales and marketing experience.

## **SECTOR EXPERIENCE**

Over 20 years in the computer systems, software and communications industries. Together with experience of the following sectors whilst working as a freelance.

Automotive aftermarket	Defence services
Electronic equipment	Engineering ceramics
Engineering and machinery	Healthcare and residential care
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	Government agencies

## **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	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**

### **Business Development**

- 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.
- worked with local and national management team of a large conservation charity to identify and develop additional revenue streams to supplement existing grant income.
- 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 review the sales operation. Introduced new commission scheme and focused sales activities to increase customer purchase patterns, 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.
- worked as part-time marketing manager over 18 months for a national distributor of engineering products with a team of four marketing staff and a communications budget of £150k pa.

### **Marketing Consultancy**

- 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.
- 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.
- 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.

### **Alliances & Mergers**

- 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.
- 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.
- investigated how four new subsidiaries of a major plc could be closely integrated. Worked with the managing directors and sales directors of the four companies to develop the processes and create the culture for an integrated sales approach.

### **Coaching, Training & Facilitation**

- coached and 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.
- devised and facilitated a two-day Development Centre for the main board directors of a £500m plc.
- trained and coached hundreds of individuals around the UK in social skills over the past five years in a series of interactive two-hour evening and weekend workshops.

## CAREER HISTORY

- 1989 – Date Freelance Business Development Director**
- interim sales and marketing manager; marketing and business development consultant; professional speaker and writer.
  - member of the Professional Speakers Association, the Institute of Business Consultants 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**
- 1972 – 1976 Honeywell Information Systems – System Support Engineer**
- 1968 – 1972 Self Employed Electronic Design Engineer**

## EDUCATION

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|-------------|--|---|
| 1960 – 1965 | St John's School, Leatherhead          | O and A Levels  |
| 1965 – 1968 | Kingston Polytechnic                   | HND in Electronic Engineering   |
| 1972 – Date | Company & self-funded training courses | Basic Management Skills<br>Project Management Techniques<br>Train the Trainer<br>Professional Selling Skills<br>Advanced Marketing Techniques<br>Presentation Skills incl. TV and Radio<br>Counselling (Relate) & Facilitation<br>Introduction to NLP |