

## PROFILE

- \* The ability to work in a fast-paced, forward-thinking environment
- \* Highly experience in major change management
- \* Track record of achieving sales and multi-million pound revenue targets
- \* A logical and detailed approach towards problem solving
- \* A respected influencer at all levels of a business structure
- \* Strong personal values - lead by example in work rate, reliability, positive attitude, honesty, desire to learn and grow in any role
- \* Very strong people management skills, excellent coach and developer of talent
- \* Efficiency skills - constant evaluator of processes and cost base

## EXPERIENCE

### COMMERCIAL MANAGER, INFRATEC-UK Ltd,

#### 2017-PRESENT

- \* Supporting, and where necessary leading, key negotiations with prospective customers, partners, contractors and sub-contractors.
- \* Undertaking appropriate financial reviews.
- \* Managing portfolios of contracts consistently and developing strategic forecasts and budgets.
- \* Establishing strategy at the commencement of a project and ensuring the effective operation of contract.
- \* Identifying and quantifying risk and opportunity in bids and tenders.
- \* Ensuring compatibility of valuation information from multiple projects and offer insight, guidance and leadership in all pricing issues.

### HEAD OF SALES, TRINITY MIRROR (NORTH EAST)

#### 2006-2016

Senior management of a large and expansive department, across two operational sites. Responsible for maximising the opportunities to grow the sale of all printed publications and achieve sale and multi-million pound revenue targets.

- \* Planned and led the execution of sales development campaigns via retailers, direct to home and subscription operations across the full portfolio of Trinity Mirror North East titles.
- \* Senior management of a head count of up to 120 members of staff.
- \* Led significant and regular operational change programmes ensuring the operation remains dynamic and cost effective and able to adapt to emerging opportunities.
- \* Created annual budgets and sales plans for all titles in the region.
- \* Monitored sales performance, reporting and forecasting volumes and revenues.
- \* Managed delivery logistics including the weekly free and daily paid-for titles home distribution network and daily retailer transport operations.
- \* Defined and managed the sales promotional plans to drive copy sales through increased purchase frequency and added-value.
- \* Managed the titles external brand promotion in store and directly to consumers ensuring consistency and brand-values were maintained.

### CUSTOMER INFORMATION MANAGER, GAZETTE MEDIA COMPANY LTD, 2003-2006

### DIRECT MARKETING EXECUTIVE, GAZETTE MEDIA COMPANY LTD, 2000-2003

## QUALIFICATIONS

University of Teesside, Middlesbrough, PRINCE2 Foundation and Practitioner, 2017

University of Teesside, Middlesbrough, BA (Hons) Marketing, 2000

Institute of Direct Marketing, Diploma in Direct Marketing, 2003

Middlesbrough College, BTEC National, Business & Finance, 1996