**Martin Cook**

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Started university to study Applied Artificial Intelligence wanting to take the computer skills already acquired and expand these to face future challenges. Previously worked as a procurement and supply chain professional continually striving to improve processes in the workplace. Extensive experience of analysing sales data to meet demands of budgets, changing trends and seasons, and deadlines. Keen to expand knowledge and experience within new areas. Committed to understanding all aspects of a business and leading by example.

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**KEY SKILLS**

* Building and maintaining relationships with suppliers to ensure successful, long-standing partnerships.
* Strong negotiating skills used to continually secure beneficial deals for new and promotional lines.
* Identifying and establishing new ways of using electronic sale and stock systems (EPOS) to improve accuracy of ordering and quality and reliability of information that can be extracted.
* Line management of small warehouse team.
* Supervision and coaching of junior colleagues.
* Advanced Excel skills.
* Project management as lead organiser of several highly successful triathlons for adults and juniors.

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**CAREER**

**Oxford Products** (2018 to 2021)

**Cycle Hard Parts Buyer** (Feb 2018 – September 2021)

*Responsible for the sourcing and replenishment to satisfy the need of the company’s 750 wholesale and trade customers. Category Management of highest volume and highest turnover product ranges.*

**Achievements**:

* Re-branded, simplified and launched new lock range products, packaging, and marketing for AW2021.
* Launched refreshed brake and cable ranges with minimal waste of existing packaging.
* Improved availability of inner tubes from 60% (Feb) to 95% (June) leading to doubling of sales from 2018-20.
* Introduced monitoring of back orders and uptake of promotions to measure improvement.

**Outline of role**

* Bi-monthly reordering of all cycle parts and accessories with the aim of improving order fulfilment.
* Select monthly promotional lines across Oxford and third party brands and oversee creation of e-shot.
* Re-source products to maintain quality, improve margin and increase choice of suppliers.
* Lead product development of parts to spring/summer and autumn/winter seasonal launches.
* Work with design team and suppliers to update packaging to the latest company and legislative guidelines.
* Identify and full holes in the current range.
* Work with QC and stock control departments to ensure quality of replenishment orders and stock accuracy.

**PCM Group** (1999 – 2017)

The largest independent bicycle retailer in the UK, wholesaling and retailing bicycles, parts and accessories. These are sourced from across the world and sold directly to customers via the company’s chain of retail shops, online, and to independent bicycle dealers.

**Purchasing Manager - Parts and Accessories (P&A) (**August 2012 – November 2017) *Responsible for ensuring requirements of online section and the 23 retail shops of the company are met by the parts and accessories aspect of the business.*

**Achievements**:

* Successfully reducing number of active stock lines by 50% through strategic discounting and promotions in line with company targets.
* Assisted with introduction and set up of the Electronic Point of Sale system (EPOS). The company had not previously used such a system to keep track of sales and stock control.
* Used my in-depth knowledge of the existing ERP system to extract data and populate a spreadsheet of over 10000 products for a new system. Successfully completed in half the time expected by the provider and roll out time was reduced from three months to six weeks.
* Established template for annual stock takes and subsequent valuation of stock to ensure there is a company-wide procedure.

**Outline of role**

* Maintain stock of P&A via sourcing and ordering as necessary from EU, Far East and UK.
* Setting key product ranges at incremental price points.
* Analysis and valuation of proposed purchases of clearance and end-of-line stock to propose suitable offers. Initiative and extensive knowledge of products used to efficiently allocate products in preference to reordering similar products.
* Responsible for planning and implementing company-wide annual stock take of bicycles and P&A across two warehouses and all shops.
* Carrying out valuation and write-down of P&A stock take in preparation for end-of-year auditing by external accountancy firm.
* Regularly meeting with shop managers and new and existing suppliers to discuss current and future needs, ensure quality of service, and negotiate prices to ensure ongoing end to end value.
* Maintaining Opera and Cybertill databases of the 12000+ P&A lines including cost, selling and recommended retail prices, sales status and back orders, transferring stock between locations, and creating new part numbers and descriptions.
* Sole responsibility for signing off all P&A invoices for payment.
* Converting data from ERP systems (Cybertill and Opera) to create accessible reports for Directors and shops.
* Troubleshooting problems and helping others from Managing Director to shop assistants in the use of Opera, Cybertill, and Microsoft Excel systems.
* Overseeing head office operations when Managing Director is out of the office. Includes but is not limited to, planning transport schedule and maintenance of company lorries, dealing with stock/supply issues in shops, arranging for import and delivery of foreign containers, handling problems and emergencies as they arise.

**Office Manager** (2003 – 2012)

**Assistant Office Manager** (2001 – 2003)  
**Sales Administrator** (1999 – 2001)

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**EDUCATION**  
**The Greensward Academy Sixth Form** (1995- 1997)

A level: English Language, Psychology

**Southend High School for Boys** (1989-1995)

GCSE: English Language, English Literature, Maths, Double-award Science, French, Technology, Latin, History

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**PERSONAL INFORMATION**

**Interests**

Competing in triathlons, running races and recreational cycling, making breads and pastries.