

Charlie Vinall

I am a driven person who has wide commercial knowledge gained through my professional life and personal ventures. I get a rush from creating and improving processes, whether in-depth data analysis is needed or something simpler like a workshop with stakeholders. I have extensive experience leading teams and enjoy seeing my team propel their skills under my leadership. I am passionate about technology and how it can improve processes and how we conduct business. Whether using Python and SQL to automate daily tasks or building a website to give my team live access to their numbers, I am well practiced in using technology in this way. I am used to “spinning many plates” at a time and enjoy the challenge of being thrown in the deep end of any project.

Summary

Experience June 2016 – Present

Buzz

London

Business Operations Manager and Head of Business Operations (July 2018 – November 2019 and November 2019 – Present) – Reporting directly to COO

Responsibilities include:

- Responsible for all operational and commercial processes for Buzzvault Insurance, Buzzsurvey SaaS platform, and Buzzmove.
- Managing and leading a team of six with two direct reports. This included setting KPIs and short-term targets.
- Recruiting and structuring the customer service team.
- Identifying improvement possibilities in current processes and procedures, creating plans and putting them into action.
- Presenting strategy options with my recommendations to C level and other stakeholders backed up with relevant data.
- Sourcing and creating reports and data visuals for various stakeholders (internal and external).
- Working closely with the product and tech team to shape how our insurance proposition was built.
- Working with our Financial Director and COO on the creation of budgets and financial models.

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- Managing multiple projects from start to finish related to Product, Sales, and Marketing.

Key Achievements:

- Successfully led a pricing change project for Buzzvault Insurance. This involved using sets of competitor market pricing data to identify opportunities and weaknesses in our original pricing engine, then highlighting recommendations and building a case to present to our underwriter (Great Lakes – Munich RE), I oversaw the entire project which involved working closely with a third party Actuary and our Insurance Director. This ultimately led to a **5% conversion increase** for our target market.
- Doubled our Buzzvault Insurance customer service capacity and increased opening times while maintaining a high quality of service (**5 out of 5 on Trust Pilot**) in line with company projections, this included hiring and training of remote customer service agents.
- Built a case for a CRM change from Hubspot to Salesforce for our SaaS Salespeople, then successfully rolled out the entire project in four weeks. **Increasing productivity by an estimated 10%.**
- Automated core reporting across all three businesses, which included daily email updates, real time (or close to) dashboards and warning notifications using set parameters. **This saved an estimated 263 hours per year.**
- Led a Marketing project to analyse and action multiple email follow up campaigns based on customer demographics and source. This included building a custom email platform to test email groups and producing reports on the results to help inform the Marketing Director how to move forward. The entire project lasted six months and helped **improve clickthrough rate from ~1% to 3%+.**

Head of Sales & Partnerships (June 2016 – July 2018)

Responsibilities include:

- Twelve direct reports, including five Business Development Managers, two Business Development Executives, two Sales Support, and three Customer Service Agents.
- New business and existing business revenue and profit across Buzzmove and Buzzsurvey.

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- Identifying key opportunity prospects and creating a strategic plan for the team to action.
- Leading projects which supported the increase in sales and revenue across Buzzsurvey and Buzzmove.
- Reporting performance and proposed strategy to C levels and key stakeholders across the business.

Key Achievements:

- Secured top 40 of the top 200 removal companies within 6 months on a Buzzsurvey SaaS contract deal (**a total value of £500k**).
- Led a project to increase efficiency of the sales cycle which resulted in the typical sales cycle decreasing from **three months to two months**.
- Increased average monthly agent demo booking **volume from 29 to 46** over 6 months.
- Successfully led a project to analysis and recommend a new model for the Buzzmove customer base to operate under, **resulting in a 13% increase in revenue after three months**.

Oct 2015 -Jun 2016 Office Depot UK London

Account Manager

- Education sector role with a 50/50 split new business/existing business
- Grew existing account by 17% in five months
- Closed third biggest education account in 2016

Jun 2014 – Oct 2015 PepsiCo London

Sales Development

- Responsible for five wholesale accounts
- Grew our biggest Tropicana account by 3%
- Responsible for acquiring 25% above average promotional space over a 12-month period

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Education

**Southampton Solent
University**

**Southampton,
Hampshire**

2011-2014

- BA Business with Psychology

**Goldsmiths,
University of London London**

2018

- Python for Data Analytics

Skills

- Advanced Microsoft Office
- SQL
- Python
- Project Management
- People Management
- Multiple CRM systems (Salesforce, Zendesk, Hubspot, Zoho)