# Ian Brogan

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Enhanced DBS cleared

## Highly experienced Bid and Proposal Professional

A committed bid professional with outstanding success defining, implementing and delivering effective bids to meet the exact requirements of a contract, with exceptional commercial clarity.

Has delivered project success, in the UK and Globally. Experienced in hands on as well as high-level work.

Member and past board director of the APMP UK (Bid Managers and Writers professional association)

His enthusiasm, knowledge and ability have provided strong success, with major (£400M) bid management responsibility and key, complex tender delivery within several major roles.

Delivers to targeted deadlines under sensitive, pressured circumstances, involving specific project objectives and bid management, which were often ambitious and exceeded expectations.

## Key Skills

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| * Bid and Proposal Writing and Editing | * CV Development |
| * Bid Management | * High Interpersonal Skills |
| * Adept in managing Subject Matter Experts, including those with English as a second language | * Exceptional skill is turning technical input into compelling and compliant bid documentation |

## Professional Experience

## Brogan Business Development Services Limited (BBDSL): ‘09 -present

For the last decade have enabled clients to achieve bid and proposal excellence in the rail, construction, infrastructure, training, power distribution, engineering, IT, nuclear, infrastructure, not for profit and defence sectors.

### Working with China’s largest rolling stock manufacture giving clarity to their bid to provide the UAE’s fist heavy passenger rail service: October to November ‘19

Worked remotely with CRRC in their current bid to supply the first main line rail service in the UAE.

This involved working with non-native English speakers to produce clear, markable, and coherent content that matched the customer’s requirements. Acted as Editor and Proposal Rewriter for all aspects of the Technical Submission.

Further details confidential as bid is still live.

### Supporting two major defence bids for a major defence training contractor for the UK MoD: Sept to October ‘19

I acted Proposal manager, Proposal Writer, and Editor, working with ten Subject Matter Experts on the Technical submission. Details confidential as bid is live.

### Supporting a consultancy in applying for phase one of Innovate UK grant: Sept ‘19

On-going bid for funding through the GCRF for a feasibility study. Further details confidential as the bid is still live.

### Made possible a recruitment company’s bid to join a major Local Authority framework, supporting recruitment UK wide: Sept ‘19

The client had never applied for a framework before, and had limited time and no internal resource to support the bid. I delivered a highly detailed response including creating all the work package plans, turning their undocumented, through highly effective, processes into a form that demonstrated they had the resources and proven capability to support the framework.

### Major tender company client’s bid to the Medical Research Council: August ‘19

This client won through my highlighting the bidder’s technical expertise in minor works in experimental spaces by turning unstructured technical information into compliant and customer focused text, including deriving and writing their implied operational processes and procedures.

### Enabling Portakabin to bid for a major educational Building Framework: August 2019

I provided an essential critical external viewpoint, as well as editing and rewriting key parts of the bid. helping them deliver a compliant, customer focused bid to win a place on the Department for Education’s latest modular building framework.

The quality of support has resulted in BBDSL becoming an approved supplier to the Portakabin Group.

### Providing customer focus to a major bid to provide Higher Education Quality Assurance to the Middle East: August ‘19

QAA was bidding to provide HE quality assurance through the British Council. This bid had taken them out of their comfort zone. I gave a clear editorial and customer focus to the bid, and optimised the key case studies, highlighting their ability to deliver.

### Providing sector expertise and technical bid response support to Alstom: June ‘19

I liaised with Subject Matter Experts at Alstom to complete their PQQ response for UK signalling on the ECML. I turned the input of the technical experts into compliant, well-structured responses, reworking case studies and ensured the client had a fully client focused response. Further details confidential.

### Supporting the World’s largest locomotive builder to sell to the Middle East: April/May ‘19

CRRC Corporation Limited of China, via a UK engineering consultancy, needed technical bid support to meet the requirements of a bid to provide a fleet of dual use diesel-electric locomotives to the UAE. The procurement was managed by a UK consultancy to a rigorous standard, to a level CRRC were unfamiliar with.

I edited, and rewrote, processes and procedures to show CRRC’s competency to deliver the requirement, overcoming language and cultural issues, so a compliant and compelling technical response was produced

This required turning content suited to a command economy rolling stock provider with a heavy bias to the home markets into content to meet the needs of a competitive, and tightly defined, procurement.

CRRC successfully passed this first stage of the bidding process.

### Working with Siemens as Bid Writer £2.75Bn HS2 conventional rolling stock bid: Sept ‘18/Apr ‘19

Under the management of the client’s bid management consultancy I was brought in to turn Subject Matter Expert content into compliant and compelling response. This covered all aspects of the technical response, from the pantograph design and development to the implementation of the Universal Toilet Vanity Unit design.

None of the Subject Matter Experts had ever bid for a UK Mainline rolling stock project, none were native UK English speakers, all bar two had never written material for a bid.

I brought the necessary bid writing and native UK English skills, and my considerable experience in UK rail bidding.

My time was roughly split 50:50 between being on site at the two German facilities, Erlangen and Krefeld, and working remotely from the UK.

I overcame the cultural and language issues and built the essential strong relationships with the Subject Matter Experts, ensured a compliant and coherent response that meet the client’s win themes and the technical requirements of the Invitation To Tender.

### Giving AECOM essential short notice support in deliver a nuclear reprocessing bid: Aug ‘18

I was brought in to review and edit a complex construction related bid, using my past nuclear and infrastructure experience. I helped manage the tight timescale to produce a compliant bid, highlighting the client’s unique capabilities in nuclear recycling facilities.

### Bid Writer for BAM’s winning bid for CP6 Framework for Network Rail SNE: May/June ‘18

I worked with the BAM and its subcontractors as the technical Bid Writer for the technical submission for their successful CP6 Framework bid.

By forming fast, collaborative relations with the various Subject Mater Experts, we were able develop customer focused response, with particular focus on reducing the requirements working at heights, a concern of Network Rail due to a recent fatality.

Questions covered underbridge refurbishment, station refurbishment, collaborative working, and waste and materials management under circular economy.

### Developed civils case studies for a major combined highways and flood defence contract for Jackson Civil Engineering: April/May ‘18

A weakness in this company’s bid library was relevant case studies for a major highways and flood defence contract for Jacksons.

I interviewed Project Managers on site to develop real life experience based case studies that highlighted the expertise and Health & Safety focus of the client, demonstrating Jackson’s ability to deliver the project.

### Bid writing and management support of Alstom/Costain JV PQQ for delivering track infrastructure to HS2: Feb/Mar ‘18

I was called in to support a complex bid highlighting the installation of track infrastructure for provide the track infrastructure, liaising across a new JV, to answer a complex Pre-Qualification Questionnaire, more complex than the majority of most ITT’s.

Compliance was assured, and a complex joint submission delivered to a tight timeline.

### Bid Writer supporting the rolling stock provision for the South Eastern franchise

Worked on developing the rolling stock Bid Writer for a major rail franchise bid. Details confidential.

### Bid Manager and Writer, supporting Future Cities Catapult nationally and internationally: Mar ‘17/July

I acted as Interim Bid Manager for Future Cities Catapult, part of a network of world-leading organisations established by Innovate UK, the UK Government’s innovation agency.

Apart from supporting multiple bids I developed, with a Subject Matter Expert, a detailed briefing document for the UK Prime Minister and the Sultan of Dubai for the development of standards for smart city development.

### Rail Sector Expert asked to develop a White Paper for the Welsh Government: Jan/Feb ‘17

I was called in by a major tender company to develop for their for a major electrification infrastructure client a detailed White Paper for submission to the Welsh Government concerning sustainable transport within urban, interurban and rural areas. I researched and developed the paper independently, to support the client’s aim to influence transport policy in Wales.

### Used as an Expert Assessor of failed bids, to highlight areas for improvement: Jan ‘17

A major tender management company trusted my expertise in bid writing and management to review failed bids of a major automotive supply company, highlighting points of failure in content, and in the application of quality control and governance, enabling the client to improve their bidding performance.

### Supported management decision making as an expert analyst on behalf of a major electrification infrastructure provider for selecting franchise partners: Dec ‘17/Jan ‘17

I was brought in to analyse the Welsh & Borders Franchise Questions in Development for Invitation to Submit Outline Solution, including the Metro Phase 2 and Core Valley implications. This study included analysing the vertical integration aspects, unique in UK rail franchises.

This gave the client a capability driven analysis for deciding on potential partners for the live franchise process.

### Bid Manager for a successful bid to join the FAT 5 MoD Framework: Nov/Dec ‘16

Akka Technologies called me in to bid manage and write their successful bid to qualify for multiple channels of the FAT 5 framework. They qualified as suppliers for 10% more supply channels than anticipated, including nuclear related channels.

### Delivering a £800m value bid, ensuring a coordinated delivery across the UK and Japan for civils, infrastructure and rolling stock responses for Liverpool’s Metro: Mar ‘16/Oct ‘16

I was the Bid Manager, Bid Writer and Coordinator for a bid to replace the rolling stock and maintenance facilities of Liverpool’s antiquated rolling stock and depot.

This was a Joint Venture between Mitsui, Alstom UK and J-TREC (Japan’s major metro rolling stock manufacturer).

Though Alstom were experienced in UK bidding, and in maintenance site design and build, and in providing maintenance services, J-TREC were not. None of their writers were native UK English speakers, and none had bid under conditions as stringent as used by the client.

I overcame the cultural and language difficulties, ensuring the responses were clear, customer focused, and structured to show the JV’s strengths as a provider of a complete package.

During this project I managed all bid processes for the technical submission and acted as final writer and editor.

### Brought in by a long term client to refine a complex bid into infrastructure provision for Tata Steel Projects: Jan/Feb ‘16

I was brought in as an editor and writer to support a major bid for the Transpennine Express link, to ensure that the bid was compliant, and customer focused and took in the full complexity of the project’s interaction with other programmes.

I developed a customer focused compliant response that highlighted the in-depth route specific knowledge Tata held from previous works.

### Reviewed a £30m social housing outfitting bid: Jan ‘16

Working with a consultancy in the South West I was brought in to view a major bid for outfitting social housing. The client was unused to developing customer focused bids, and needed mentoring in developing that focus, which we achieved during this bid.

### Bid Writing and Win Theme support for bidding into YorBuild2: Sept/Oct ‘15

This was a combination workshop support, answer planning and win theme development, working with a major Tier 1 contractor, on behalf of a tender consultancy.

This enabled them to bid for this sole supplier framework for Yorkshire’s public sector construction projects.

### Supported as Bid Manager/Writer for a bid to provide a key improvement to power management on the London Underground: Aug ‘15

This bid was to provide a Static Var Compensation equipment for managing power on the London Underground, in a listed building, with particular concern to local stakeholders.

I ensure compliance, and a customer focused response that took into account the concerns of key stake holders that cause a Listing issue, should the built environment be threatened.

### Providing Bid Writing support to Siemens in bidding for a major rail infrastructure substation and OLE work: Jun/July ‘15

I was brought in as Bid Manager for the anticipated electrification framework then planned by Network Rail.

Though I was able to start preparations and gained experience of 25kV and below OLE and substation systems, this bid was unfortunately candled when NR changed its electrification strategy.

### Supporting Doosan Babcock in a nuclear recycling facilities construction bid: April ‘15

A major tender company brought me in as a Bid Writer to complete nuclear waste management infrastructure related work for Doosan Babcock required editing and rewriting the technical submission to a tight timescale. Working remotely I redrafted and edited Subject Matter Expert content, and developed PDCA related content to illustrate the effectiveness of the client’s continuous improvement and lessons learned process.

### Used as a bid consultant to evaluate two major bids by a major tender support company: Mar ‘15

Details are confidential. A long term client, this tender company used me to evaluate, before their submission, two major bids, which were successfully delivered.

### Supported a major provider of safety critical labour. Details confidential: Feb ’15.

Completed bid writing and editing support to a major provider of safety critical labour successfully bidding into Network Rail.

### Acted as a reviewer for call centre and related services major bid: Jan ‘15

Brought in by a major tender company, their client’s attempts at bidding were marred by a lack of discipline in compliance. A fully structured report on a recent bid highlighted their lack of bid management control, and absence of any governance.

The client used this report as the basis of a process improvement programme.

### Phase 2 of bidding for the world’s largest immersed tunnel project: Nov/Dec ‘14

Called in to support phase two of a bid by a Spanish/Belgian JV bidding to construct the world’s largest Road and Rail immersed tunnel project worth €4.5bn. I continued to support this bid as the Technical Submission Bid Writer, managing multiple nationalities of Subject Matter Expert to produce a coherent, common voiced, compliant and compelling response.

### Bid Writer for a major paediatric health research: Oct ‘14

Placed by a major tender support company with Bouygues to provide support as Bid Writer while tendering to build a major new clinical facility for Europe’s leading facility for paediatric health research.

### Interim Bid Writer for software house IPL supporting a series of public sector bids: July/Sept ‘14

Wrote a successful PQQ into the UK Hydrographic Office and supported the same client in major bids into DEFRA and the Ordnance Survey.

### Supported a major resource provider in winning £100m worth of work concerning Network Rail’s Contingent Labour Resource: July 2014

I critiqued and rewrote the submission for a major labour supplier. This supplier, though technically competent, was failing to provide the level of detail, and the degree of clarity to show compliance.

I reviewed, instigated feedback and rapid redrafting, and did the final version of this successful submission.

### Successfully supported bid into Scottish Power for major OHL refurbishment programme. Apr ‘14

I reviewed and edited a bid for the refurbishment on the Scottish section of the National Grid, helping the client turn a strong technical report into a client focused and compliant response.

### Successfully supported a multinational bid team in phase one of bidding for the world’s largest immersed tunnel project: Mar/Apr ‘14

This was phase 1 of a bid by a Spanish/Belgian JV bidding to construct the world’s largest Road and Rail immersed tunnel project, worth €4.5bn. As Bid Writer I rewrote the technical submission, liaising. with the Subject Matter Experts, ensuring a clear, compliant and compelling submission.

### Supported a major Welsh construction company bidding for a major road widening project. Jan/Feb ‘14

This was a complex bid dealing with a site with major natural and utility problems, that resulted in a no Bid.

### Successfully supported two major UK track renewal bids worth over £400m, covering Plain Line and S&C renewals. Jun ‘13/Jan 14

I successfully supported as bid manager and writer the bid process for a major rail infrastructure maintainer and builder over a seven-month period, supporting two major UK track renewal bids worth over £400m, covering Plain Line and S&C renewals.

With these two bids, I have covered all aspects of bid management and support, from kick-off meeting, storyboarding to writing, editing and managing the review and governance process, to final proofing.

### Consultant and bid writer to a successful six Anglo/French/Spanish company joint venture at the PQQ stage of Network Rail’s Electrification Framework: May ‘13

One of my bid consultancy clients called me in to support a rapidly formed JV, including Keir and Dragados as its partners.

We rapidly developed a joint structure for the submission, unified the various styles, and supplied a compliant and successful PQQ submission.

### Developed compliance documentation for an Energy Assessment agent: April 2013

The client lacked the policies required to be compliant with new requirements as required This time critical development was completed ahead of schedule, allowing the client to continue trading.

### Supported Recruitment company to bid as recruiter for a major UK cancer charity: Mar ‘13

I was called in to review and develop the policy documents required to meet the requirements of the PQQ. This included developing their Anti-Slavery and Equality policies in short order to be made compliant with the client’s high standards.

### Copyedited and provided writing support for a major Scottish roads PQQ: Feb ‘13

I was brought in by a tender support company to help their client achieve the customer focused and compliant content required for the PQQ to a tight timeframe, which they achieved.

### Managing the Tata Steel Project joint bid with Halcrow for the GWR Mainline lead design, and supporting TSP in developing improvements on cost based bid verification method: Jun ‘12/Jan ‘13

Over a seven-month contract I ensured that TSP’s contribution to this major bid was completed on time, in a compliant manner, and in line with the unincorporated JV’s win themes. This included liaising with multiple Subject Matter Experts across a number of subcontractors and ensuring that the proposed management team exhibit BS11000 compliant collaborative behaviours, for which a specific marking criterion was set. The team scored 98.6% of the available marks, the highest achieved.

A second element was analysing TSP bid failures due to over pricing. One bid, which was a continuation of a successful project, failed by being 100% over the price of the winner.

Analysis highlighted that the costing, risk assessment, and mixing pricing and costing during bottom up estimation, caused unintended cost increases that were hidden, resulting in high prices.

Development of line items of risk, and clear identification of costs resulted in the first bid that was applied to dropping its cost by 25%.

### Supporting London South Bank University in Creating a Centre for the Creative Industries: May/Jun ‘13

I was brought in as a consultant to develop an internal bid and business case. During my involvement I help develop the internal offering from a minor rework of a current building into a development plan for a centre that would deliver a world class facility.

This major building and repositioning programme initially costed at £25m, under HM Treasury Green Book rules.

### Bid managed and wrote multiple bids for providing cycle training: Feb March ‘12

Supported bid writing and editing for multiple London Borough Cycle Training bids. The client had never succeeded when they tried to bid into a new customer. I helped them develop a library of case studies and client focused material, that allowed them to re-enter the market.

### Bid Manager for Invensys Rail on two major signalling bids the UK and Norway: Sept ‘10/Jan ’11

Worked for five months with Invensys Rail, delivering a major UK ETCS Framework bid win, in addition, managed a key bid into the Norwegian rail market, values between £100m and £10m, including conventional signalling and ETCS.

### Working on multiple parallel projects with Vodafone to deliver compliant, customer focused bids: Aug/Sept ‘10

I managed a variety of virtual bid teams, bidding into sectors as diverse as Food and Drink to Financial services, the later including Call Recording, up to the €20m range.

### Bid Manager for defence and aerospace related engine management software bids:

### Sept ’09 /Jul ‘10

This ten-month contract with the software services arm of Rolls-Royce plc, working as a contractor on multiple bids in the £50,000 to £10,000,000 range in software development, services, defence and aerospace. This included Bid Writing and support of a bid for the engine management system of the Airbus A400M Atlas military transport aircraft.

One of the benefits I brought was identifying a small niche product was being sold at a loss, requiring a new bill of materials to be developed.