**Lee Preston**

2, Sandford Close,

Hinckley,

Leicestershire,

LE10 1JJ

Tel: (01455) 615880

Email: lee.preston@hotmail.co.uk

**Profile**

An accomplished and results driven business leader, with over 20 years experience within the Software, Technology and Automation sectors. Posses a proven track record of leadership, management, business development and account management for technical systems and solutions sales. Complimented by a solid background in product management and marketing. An excellent communicator that develops relationships and motivation at all levels, with a strong technical acumen and the ability to express ideas effectively.

**Career History**

**METCO Services Ltd Aug 2007 – Present**

A division of Emerson Process Management, the Software Services group provide real-time information and collaboration solutions built on OSIsoft's world leading PI system, enabling our clients to maximise asset performance, optimise production and adhere to regulatory standards, though centralised process and enterprise wide knowledge.

**Business Manager Software Services**

Head of Software Services, responsible for Leadership, Management and P&L of the group to achieve business objectives in line with the overall strategy of Emerson Process Management. A member of the METCO senior management team, sets direction and strategic priorities to achieve the overall business objectives. Provides Sales Management and Leadership for the group. Development and execution of the strategic business and marketing plans. Business Development and Account Management within the Oil and Gas, Power and Alternative Energy sectors.

Significant achievements:

* Continued growth of revenue and profitability.
* Market entry and penetration into Bio-fuels market.
* Secured significant contract with global energy company.
* Secured significant contract for CRCM solution.

**Pera Innovation Ltd Mar 2005 – Aug 2007**

A leading European technology based consultancy that revolutionise businesses through the development of innovative products and processes for a wide range of clients, thus providing a competitive advantage and the opportunity to become world leading.

**Practice Leader Applied IT**

Head of Applied IT practice with P&L responsibility.

Leadership and Management of Applied IT practice team (Sales, Project Management and Engineering).

Development and implementation of practice business plans and strategies for growth.

Sales Leadership and Management for the practice.

Business Development and Strategic Sales at the executive level.

Liaison and Contract negotiation with European and National funding bodies.

Leadership of project management, ensuring that projects are delivered on time within budget and to the delight of clients.

Significant achievements:

* Delivered 76% growth of practice
* Secured significant Collaborative R&D contracts (DTI / EC)
* Secured significant single client opportunities
* Developed practice application domains of expertise

**Rockwell Automation Ltd**

**Software Account Manager Oct 2003 – Mar 2005**

Responsible for the achievement of annual sales targets through business development activities resulting in the aggressive growth of the high level (MES) Software, maintenance solutions and large scale distributed Client Server SCADA solutions. Use of a solution based sales approach providing, Software systems solutions to Optimise Manufacturing, Improve Plant Uptime, Reduce Time to Market and Drive Regulatory Compliance.

Significant achievements:

* Secured Specification for SCADA within major utility company.
* Secured pilot and specification for Data Capture and Reporting solution to drive improvement in asset efficiency with global manufacturer of packaged consumer goods.
* Secured SCADA specification with global leader in carbohydrate production.
* Secured first major Change Management Software solution within Automotive Industry.

**Software Sales Specialist Oct 2001 - Oct 2003**

* Achievement of annual Sales Target for Software within a region.
* Selling to End Users, OEMS, and Systems Integrators. Activities included Prospecting, Identifying Clients needs, formulating Solutions, demonstrations, generating proposals, negotiation and closing the sale.
* Development of the channel Sales capability for Software.
* Management and execution of the Software Integrator Programme within region.
* Achieved 126% of Target in first year.
* Secured 5 year contract for the supply of software with major OEM.
* Pioneered the sale of change management software solution, securing Europe’s first installation within global food manufacturer.

**Software Business Unit Manager Dec 2000 - Oct 2001**

Definition and implementation of the Software sales and marketing strategy. Leadership and Management of a team of Software Commercial Engineers. Motivation, Sales Leadership and matrix management of the national sales teams and channels in order to achieve revenue targets deliver growth and meet company objectives. Marketing planning and implementation.

* Delivered significant revenue growth (achieving £5M)
* Received Rockwell Chairman’s award for teaming contribution

**Product Manager Software Jan 1999 - Dec 2000**

* Responsible for Marketing activity for Rockwell Software business within the UK.
* Development and implementation of sales and marketing strategy.
* Product Launches and co-ordination of launch activities. Producing promotional plans and materials including adverts, mailshots, PR, events and exhibitions.
* Business planning including forecasting and margin control for Software business.
* Supporting the Sales force, Distribution Channel and System Integrators in securing business within strategic accounts.
* Market research, monitoring of trends and market analysis to support business decisions.
* Competitive analysis and positioning.
* Development and implementation of successful sales tools.
* Development and delivery of product sales training to national sales force.
* Development of the Channel Software sales capability.
* Responsible for the UK’s “RSTechED” Software technical education event.
* UK Point of interface to Rockwell Software inc. for strategic issues.
* Sales tools were recognised as best practice and implemented throughout whole of UK.
* UK’s RSTechED event was the most successful event outside North America, with record attendance and impressive feedback from attendees.
* Exceeded growth targets.

**Honeywell Control Systems Ltd Mar 1995 – Jan 1999**

**Business Development / Product Manager**

Responsible for developing a business for “SDS – Smart Distributed System” PC based control and CAN based fieldbus devices with a growth target to reach £10m by 2001, development and execution of the Sales and Marketing Strategy.

Solutions comprised of SCADA platforms, Networking, Integrated PC Control, Smart Distributed System fieldbus devices including I/O, intelligent sensors, actuators, variable speed drives, motor starters, operator displays, etc. With a typical order value - £50K to £1.5M.

* Secured specification and orders for 30 TNT Sites.
* Directors award nominee for outstanding achievement
* Received +105% Sales awards.
* Exceeded budgeted revenue and profit plans.

**Keystone (UK) Ltd. July 1994 – Feb 1995**

**Valvbus Product Manager.**

Responsible for attainment of growth, budgeted sales and profitability for

"Valvbus" fieldbus control system business. Solutions comprising of Fieldbus Actuators and I/O, MMI / SCADA hardware, software and engineering.

* Generation and implementation of product marketing and sales strategy.
* New business Sales and Account management of End Users and Systems Integrators.
* Development of Keystone Sales network, commercially and technically.
* Competitive analysis and communication of competitive selling information.
* Provide market information to ascertain, new product requirements and pricing.
* Use of global project tracking system (CRM).

**ABB Control Ltd**

**PLC Product Manager. Jan 1992 - July. 1994**

* Generation and implementation of Product Sales and Marketing plan.
* Sales to end users, systems integrators and OEM's.
* Use of project tracking and sales information software.
* Portfolio included Programmable logic controllers, networks, MMI and
* SCADA hardware and software platforms.

**PLC Sales Engineer. Feb. 1990 - Jan 1992**

* Attainment of Sales target through New business sales and Account management.
* Supporting systems integrators and distributors in securing business.
* Sales and support to OEM's and End Users.

**PLC Applications Engineer. Feb.1990 - Sept. 1989**

* Internal Sales function, advising of solutions and applications.
* Generation of quotations and advising of system architectures.
* Resolving PLC Technical queries, Creation and delivery of PLC training courses.

**Automatic Valve Systems Ltd.**

**Electronic / Controls Engineer. July 1988 - Sept. 1989**

* Design building and testing of Pneumatic, Electro-Pneumatic Controls and systems.
* Design of Customised Microprocessor based control systems.
* Design, Build, and Testing of Stepper Motor Control Systems.
* Design, Build, Program and Testing of PLC Control Systems.
* Sales presentations of technical solutions to customers.

**Professional Training Courses.**

Solution Selling Sales Performance International

Communicative Manager Emerson

Sales Management 20/20

Situational Leadership Pera / External Consultant

Finance Pera

Effective Management BCT / Rockwell Automation

Value Selling Mercuri International

Valubase Selling Holden Corporation

Product Managers Programme Ashridge Business School

Successful Business Presentations. CIM

Advanced Techniques in Selling. CIM

Professional Selling Skills. Learning International

Selling Information Technology. AMM

Professional Sales Negotiations. Learning International

**Qualifications.**

BTEC HNC/HND Micro-electronics 1988 Loughborough College

College Diploma 1988 Loughborough College

BTEC OND Micro-electronics 1987 Loughborough College

7 GCE 'O' Levels 1985 John Cleveland College

**Other Information.**

Date of Birth : 03rd October 1967

Nationality : British

Marital Status : Married with one child

Driving Licence : UK (Full and Clean)