*Ciriculum Vitae*

# Name: Simon Cassar

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Marital Status: Married with two children.

Languages: Native English & basic Spanish.

#### Occupational Profile

**November 2008 to Date – Tritec Systems Ltd**

Joined Tritec Systems as Manager for the newly established TSL Training division. I managed to secure a deal with Rockwell Automation whom appointed TSL as the only UK based training organisation accredited to deliver Rockwell Automation training courses to UK businesses. During first years trading I managed to secure training with the following companies: Premier Foods, Rolls-Royce, Gillette, AWE (Aldermaston), Unilever, Yokogawa and Coca-Cola, amongst others. The training spread covers all major automation brands: Rockwell, Siemens, Mitsubishi, In-Touch (Wonderware) & Schneider Electric. TSL’s accreditation and recognition can be seen in Rockwell sales collateral for 2010 & 2011 published schedules etc.

In November 2009 promoted to become Sales & Marketing Manager for the Tritec group. The Tritec group includes: TSL Training, Electron Systems, Tritec I.S. and Tritec Systems. Since taking up the challenge I’ve instigated a sales & marketing plan across the group which is now paying dividends. 2010 has the legacy of being our best trading year for 15 years or so with 2011 already beating this legacy with an increase of 32% over 2010’s business level. I now have a small but fast growing sales team (2 sales resources, 1 in the south & 1 in the north). I am responsible for setting their budgets & targets. I manage their activities with a hands-on approach adopting joint visits, setting target accounts & monitoring opportunities / projects. I have recently introduced a CRM to Tritec so that we are able to track & monitor activities, projects, opportunities, actions, wins & losses etc.

With the recent integration of Electron Systems into the group Tritec is now able to offer: S.I. Services (Software etc), Panel design, build & install, I.T. platform integration, training, 24/7 contract support & bespoke solutions.

My strategies contributing to growth include, but are not limited to: Project growth by legacy ‘rip and replace’ (e.g. upgrading S5 to S7 etc), targeting of specific accounts within our key competencies & abilities (e.g. Food & Beverage, Auto & Pharmaceutical), the ‘Hook’...., bring in the training enquiries & you’re through the door (What else can I sell you?). Growth by offering competencies beyond our traditional competition e.g. Connecting SCADA to SAP & the writing of bespoke code in C#, VB or SQL databases. This has worked well & opened up new opportunities with new prospects and new partnerships with suppliers outside of our familiarity zones. The partnering strategy, this enables us to offer our competencies through nationwide businesses operating in our marketplaces who do not have an internal resource. This enables the partnered company the ability to offer systems ability or contract support by using Tritec. Both of us, win, with new revenue streams and opportunities we couldn’t have serviced nor had access to without substantial investments. To compliment the mix I have also utilised traditional marketing methods to promote the business; advertising, PR stories, the web, sales collateral and showing our competencies at exhibitions. Now social & electronic media beckons..!

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**April 2008 to October 2008 – Parmley Graham, Southampton**

I Joined Parmley Graham as area sales manager automation equipment including; Siemens S7 & G.E. Fanuc plc. Area extended from Dorset to Kent & included all customer categories e.g. OEM, End user & System Integrators etc. Working from the Southampton office until being allocated role of ‘Automation specialist’ for the south & midlands area. My remit to target blue chips working closely with the manufacturers’ sales resource and support all PG regional sales offices and sales team members with a plan and technical support in order to acquire new business and opportunities

***July 2006 to Feb 2008 (In Spain)***

Self employed Telecommunications consultant. Mainly promoting telephony & internet (ADSL up to 20Mb) services from ***British Telecom (BT, Global Services)*** to private residential customers & businesses based from Marbella to Malaga city. Also provide a hardware product portfolio direct to customers that comprises; Land-line phones / Answer-phones, Skype / Voip products, wireless devices, computers & computer peripherals, Windows tuition, computer support & installation of wireless networks, both public & personal. I reluctantly relinquished this business due to personal reasons & returned to the UK.

**May / June 2004 to April 2006 – ChipsAway Franchise Owner**

ChipsAway Franchise operator for Mid-Kent & Medway Towns (Kent). Invested in & established a new start up franchise. This business became one of Kent’s most successful franchisees for mobile vehicle body repairs & paint spray re-finishing.

All aspects of running own business undertaken including; VAT returns, Sales, Marketing, promotions, exhibitions & of course making some money…!

Secured repeat business accounts with; Alamo National Car Rental, Enterprise Rent-a-Car, Various car dealerships, PHH car leasing & The British Army.

Sold business in January 2006, final handover completed 04/04/06.

**December 2002 – June/July 2004 – Rockwell Automation**

***Senior Account Manager (Sales) – Rockwell Automation, Kiln Farm, Milton Keynes, Bucks.***

Head hunted to join the customer conversion team of Rockwell Automation. Client portfolio & conversions included; Tate & Lyle, BASF, Pfizer, Unilever & Ford Motor Company. Personal target of £3.1M with annual growth of 12% minimum achieved.

I left this business & industry in summer 2004 to start my own franchise business with ChipsAway.

**January 2002 to December 2002 – Phoenix Contact**

***Key Account Manager (Sales) – Automotive*** for ***Phoenix Contact Ltd, Winnersh Triangle, Wokingham, Berkshire.***

Recruited to manage & grow Phoenix Contacts’ business within the UK’s automotive industry. Left this company to join Rockwell Automation (head hunted).

**April 2001 to December 2001 – Zeh Software**

***International Account Manager (Sales)*** for ***Zeh Software Ltd, Dorking Business Park, Dorking Surrey.***

Recruited to join Zeh during the first quarter of 2001 to take up the post of International sales manager. The territory included; - Scandinavia, Finland, Iberia, South Africa, UK & Ireland. With a target turnover of $1M within three key markets. Target markets included; MCAD (Digital CAD/CAM), Geo-Seismic & Energy (Oil & Gas). Left this organisation due to redundancy in December 2001 once the company had streamlined its’ business worldwide after the September 11th attacks in the USA.

**June 2000 to April 2001 – Logicon Systems**

***General Manager*** of ***Logicon Systems, Burgess Hill, West Sussex***. As general manager I had full P&L responsibility for the company, with 20 direct reporting staff.

I restructured the business, downsized & re-aligned Logicon to meet its’ future objectives. I introduced new product groups & partnership opportunities; Matsushita (Panasonic), Dell Computers, Klockner Moeller, Toshiba & Kawasaki. During my short time with Logicon I managed, along with my team to present Mitsubishi with its’ single largest order (£1.7M) ever taken in the UK for boxed automation products. Turnover was raised from £1.9M to £4M during my time as general manager!! A major achievement!!!

##### **April 1994 to June 2000 – Mitsubishi Electric**

***Product / Marketing Manager*** for Industrial Robotic products, programmable controllers plus Low Voltage Switchgear with ***Mitsubishi Electric Europe, Traveller’s Lane, Hatfield Herts****.*

This role encompassed all marketing disciplines & business activities such as; Market research, setting market pricing, advertising, PR & publicity (editorials & application stories etc), technical evaluations of Mitsubishi & competitor products.

Complete responsibility for budget & expenditure for product group activities (PR, Advertising, product launches & localised campaigns etc). Design, organise & manage exhibitions & localised road shows, throughout UK & the occasional exhibition in Germany & Japan.

***December 1990 to April 1994 – Siemens Plc***

Area Sales Manager (South East) for Industrial Control Products (Simatic Programmable Controllers) at ***Siemens plc, Manchester.***

Complete sales responsibility in the South-East region for industrial automation products to all industry sectors & client classifications.

***November 1987 to December 1990 – Advanced Systems Automation Products Ltd***

Technical Sales Engineer (UK wide) for the Landis & Gyr (Saia) range of programmable controllers at ***Advanced Systems Automation Products (ASAP Ltd), Camberley, Surrey***

***June 1984 to November 1987 – Solartron Instruments (Schlumberger)***

Trained as an Electronics apprentice with ***Schlumberger (Solartron Instruments), Farnborough, Hants.***

**Education**

Sept 1984 – May 1985 – Farnborough College of Technology

BTEC Year 1 Electronics servicing.

Sept 1985 – May 1986 – Farnborough College of Technology

BTEC Year 2 Electronics servicing.

Sept 1986 – May 1987 – Farnborough College of Technology

BTEC Business studies

1979 – 1984 Oak Farm Comprehensive

Farnborough

Hants.

Subject Attainment

English Language O level grade B

English Literature O level grade C

Mathematics CSE grade 2

Physics CSE grade 2

Computer Studies CSE grade 2

Social Studies CSE grade 1 – O level “C”

Religious Education CSE grade 2

French CSE grade 3

German CSE grade 2

#### Summary

Interests / General

Main areas of interest outside of work include; music, soccer, home entertainment technologies, overseas travel, astronomy & family life.

##### Personality, Strengths & Character

This highly motivated individual has proven out of sheer self-belief & determination that it is possible to achieve ambitions if you try hard enough for long enough. An honest & loyal individual that enjoys the team atmosphere & has demonstrated by accomplishments to date that he can work effectively within any number of environments be it; sales, marketing or in a management role. With a flexible approach in life & business he posses’ an inherent belief that continual improvement is a necessary evolution in modern life. A buoyant sense of humour, business & life experience plus a balanced attitude make this individual who he is.