**CHRISTOPHER ANDERSON**

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**PERSONAL STATEMENT**

Dedicated business development and bid management professional looking for a permanent role to demonstrate my ability to contribute and help an organization increase its turnover and profit margins

**EDUCATION**

1994–1998 University of Derbyshire Derby

* B.A., Hons Small Enterprise Management 2 :II
* MA Marketing Management
* Post Graduate Diploma Marketing Chartered Institute of Marketing 2004-2006
* Associate Member Chartered Institute of Marketing

**WORK EXPERIENCE**

Sales Assistant (Part – time 32 Hours)

July 2011 – To present date Total Petrol Convenience Stores

Assist with selling to members of the public and managing the daily operations in a Petrol Retail and Convenience Store

May – June 2011

Temporary work

Doing temporary work for a recruitment agency in food manufacturing and the parcel delivery industry

Business Development Management

Feb – April 2011 TI Tiles International Ltd London W6

Supplies rain screen cladding panels throughout the UK

Achievement

Got the company specified for a construction project entitled Bedford Court in London. To supply between 400 – 800 sq/m of rain screen cladding material within second month of employment

Duties

* Involve seeking out new opportunities and generating new business as well as developing business through existing client base
* Securing contracts throughout London, South England, Wales and Midlands.
* Securing new business contracts as well as progress and finalise the current ones.
* Focus on establishing and maintaining working relationships with specifiers and contractors
* Preparation of quotations and monitoring the tender process

Business Development Management

1 Nov – Dec 2010 Mulalley & Co Ltd London SE

Social Housing Building Contracting Company

Duties

* Client facing position with a strong sales element to be office based initially, eventually progressing to a combination of phone work in the office and attending meetings
* Learning about Mulalley, the department and previous projects to a level whereby the company can be sold and spoken about with conviction on its merits and unique selling points.
* Create a target list of relevant organizations by way of information gathering and research from the internet, leads from colleagues and trade press.
* Making contact by telephone, identifying the decision makers within the organization and sending them marketing information. Follow up with face-to-face meetings to highlight the benefits and experience of our department to establish rapport and build relationship.
* Gather information on annual budgets for this type of work, if an approved list/framework is in place, which contractor are already on it, when these are renew and what the criteria is. If relevant, collate information on the company’s qualification and affiliations and send to the client to keep on file.
* Request to be placed on any future tender panels for relevant schemes
* Follow up progress of tenders and ensure they are received. Obtain winning price information and what criteria is used to appoint the winning contractor (i.e. price, quality etc)
* Increase rapport with the decision maker with regular contact by telephone and in person with update about the company and the clients they are working with and to gather information about the company’s performance.

Business Development Manager/Marketing

2004–Oct 2010 Michael Brady Limited General Building Contractor London, NW

Achievement

* Won £1m in construction work in 2009/2010
* Won £150k in a new construction market in 2008
* Assisted in winning £4m in construction work in 2007
* Won £350k in construction work in 2006

Duties

Planning and goal setting

* Attend internal strategy planning meetings taking part in goal setting and developing plans for growth
* Discuss strategic growth alternatives with internal senior staff and external business advisors as part of on going work
* Create business development outline plans, ideas and proposals then submit these to the company director
* Brief external consultants and agencies on the company’s plans whenever interviewing them to work for Michael Brady Limited
* Lead the recruitment of external business development agents, quality management consultants and environmental consultants

Public relations and brand building

* Enter Michael Brady Limited in Industry Award winning the company Federation of Master Builders Award for best Residential Refurbishment Project
* Responsible for the company’s Corporate Social Responsibility project. Doing fundraiser mailers and wrote press release to the local paper to generate funds via London Marathon
* Write sales letters for post, email and marketing campaigns targeted at public and private sector buyers
* Update relevant news items and press releases on the company’s web-site as necessary
* Generate a list of tailored construction industry editors, publication titles and features list for press release purposes

Tender monitoring and assistance works

* Assist the in-house quantity surveyors with tendering by calling clients, architects and quantity surveyor to get feedback on our quote in relation to competitors on the same tender list
* Assist the in-house quantity surveyors by researching to find out the budget price of a project to determine whether we will win the bid
* Assist tendering by chasing up sub contractors for prices they’ve submitted towards putting a bid together
* Attend pre-tender briefing seminars for large scale projects such as Building Schools for the Future, Olympic Games and the Thames Gateway

Marketing and promotion

* Use leads from Barbour ABI, Construction News, Building Magazine and other publications to call up architects, quantity surveyors and clients in order to get on their tender lists
* Got the company listed on the Competefor website which is the Olympic Delivery Authority’s official e-procurement portal for buyers and sellers to the Olympics
* Attend annual industry conferences and network on a regular basis to find out new ideas and ways of creating new business ventures for the company, i.e. Eco build Conference
* In conjunction with senior staff members developed a new company brochure
* Generated a targeted email database of over 1500 architects, clients, quantity surveyors for prospecting
* Complete and keep the company’s Constructionline accreditation up to date by submitting the latest financial, health and safety, equal opportunity, quality and environmental documents to Capita
* Carry out market segmentation and targeting and competitor monitoring using Barbour ABI software
* Write briefing documents to graphic designers, printers, advertising companies, public relations advisers
* Generated a list of client endorsements and reference letters for use in sales letters and for posting online

Pre-qualification questionnaires and approved list works

* PQQ Preparation and submission
* Have brief run through of the questionnaire
* Check which sections of the PQQ I will need to ask other members of the organization to do and speak to them to find out what their time constraints are and negotiate a time whereby they can help me complete their section of the PQQ
* Call up client representatives who are handling the PQQ on behalf of the client. To ask for clarification on anything about the questionnaire I’m not clear on. Or send off a list of questions via email to get clarification
* Find out which section of the PQQ the director will need complete and have a meeting with his PA to find out what the director’s diary looks like and book a time to sit with him to discuss what I need him to do for his section of the PQQ
* Send off a copy of the PQQ to external adviser who my company hired to help me with completing PQQ and wait for his feedback
* Start filling out the questionnaire where standard information is required, name and address, ISO information, financial standing
* Start analyzing the questions regarding technical capability. Book a time with company’s project managers and QS’s to find out if they have any work experience, to substitute where the company itself hasn’t had any actual projects to use as examples of technical experience
* Search through contract file archives for method statements to demonstrate technical capability to support and provide evidence that the company can fulfill the technical requirements needed
* Have a telephone conversation and meeting with our External Health and Safety Advisor to get direction and guidance on how to answer and address the Health and Safety segment of the questionnaire and send any sections of the questionnaire to him that he needs to complete. Letting him know of the deadline for return
* Speak to the company director to ask his advice on which clients would be best to approach to ask for references. Put list of clients together and contact them via email asking them to write a focused reference for this particular PQQ
* Put together all supporting documents such as insurance document, environmental policy, equal opportunity policy
* Collate evidence of financial standing, i.e. profit and loss and company accounts details
* Check on all parties who I’ve asked to complete sections, collect their completed sections and start putting the package together
* Start handing sections of the completed questionnaire to assistant for proof reading

Sales

* Seek out and attend introductory/exploratory sales meetings to generate new opportunities, build relationships and secure project wins
* Organize site visits for architects, clients and quantity surveyor to view the company’s latest completed construction projects
* Built and maintain relationships with architects, surveyors, property developers and project managers for residential, education, health and commercial projects in the private and public sector

Evaluation and report

* Work with the company director to decide on spending for business development and marketing yearly
* Produce weekly reports showing enquires generated and tenders brought in and projects won

**FURTHER WORK EXPERIENCE**

*The jobs below were a combination of temporary, voluntary and shift work, pursued to gain experience in business development sales and marketing*

Marketing Assistant 2004 – 2004 **Learning and Skills Development Agency** London W1

Business Development Assistant 2003 – 2004 **Duncan Lewis & Co Ltd Solicitors** London SW

This company wanted to capitalize on an increased in demand for immigration and work permit legal services brought about by changes in government immigration laws

Technical Support/Help Desk 2001 – 2003 **Danfoss A/S**

Retail (Heating Ventilation and refrigeration Remote Monitoring Uxbridge

*Note: Between 2001 to late 2003 Worked evening and weekend shifts on this job while doing marketing and business development jobs normal working hours between this period*

Marketing Assistant 2002 – 2003 **National Centre for Volunteering** London W1

Marketing & Publicity Assistant 2002 - 2002 **National Youth Music Theatre** London W1

This prestigious national theatre school needed assistance to promote its yearly recruitment drive for student auditions

Marketing Executive 2001–2002 **Ultimate IT Consultancy Ltd** London, E

This IT Company based in Stratford, wanted to increase its share of the market for people interested in online and class based government funded IT training courses

Assistant Retail Manager 1999 – 2001 **Ladbrokes Betting and Gaming** London WC1

Field Marketing Manager 1998 – 1999 **Status Home Improvement Ltd** Derby/Midlands

Sales and marketing UPVC, windows, doors, patios and conservatories, managing a door to door canvassing team

**INTEREST**

* Proficient tenor saxophonist
* Weight and fitness enthusiast

**TRAINING AND DEVELOPMENT**

* Received on the job training in implementing and auditing ISO 9000 Quality System
* Completed 4 day training seminar on implementing and auditing environmental systems such as BS 8555 and ISO 14000
* Completed weeks seminar on selling and winning contracts in the public sector
* Recent events attend: Ecobuild, Building School for the Future Exhibition and (Procurex 2010 tba)
* Technology for Marketing and Advertising Exhibition
* At this event attended seminars on Social Media Marketing, Digital Marketing, Direct Marketing and Data Management