

# Oliver Geoffrey Shepherd

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## Chief Operating Officer

Experienced **executive**, having a successful track record of developing and growing high-performing teams and supporting systems in start-up and turnaround in both technology and property sectors, with a strong **focus on strategic planning and delivery**.

A resourceful and versatile entrepreneurial business leader. **9+ years senior management experience**. Credited with **combining Operational, Strategic and Financial expertise with strong interpersonal skills** in start-ups to PLCs. Significant experience of people, process management and systems implementation.

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## AREAS OF EXPERTISE

### Supporting CEOs and Key Stakeholders to Design and Deliver Strategy

- Supported CEO in developing, communicating and implementing the strategic plan for CSR Connect.
- Devised international B2B and B2C strategies for ITEMS for Health.
- Managed and co-ordinated best-in-class operational team across central functions including replacing and retaining outgoing General Manager at Star BMS.

### Ensuring Successful Delivery of Operational Processes

- Developed and oversaw best practise processes and systems across core functions at CSR Connect.
- Implemented operational platforms and processes to refocus a disconnected and regionally dispersed team at Star BMS.
- Developed efficient and effective delivery and on-boarding processes for ITEMS for Health, a SaaS software programme, to maximise user engagement.

### Implementing Digital Transformation Projects for Organisational Change

- Developed tailored ERP systems for CSR Connect and ITEMS for Health to incorporate CRM, Intranet, Marketing and Project Management.
- Managed the customisation, implementation and change management process for the successful take-up of a new CRM system for Australia's second largest body corporate manager.
- Led the development and implementation of an in-house CRM system for SEGRO Plc.

### Client-Focussed Growth

- Returned Star BMS to profitability within 12 months through driving new business and reducing costs.
  - Managing business development at ITEMS for Health, including involvement in key client and partner meetings, leading to sales in three continents.
  - Increased rent roll of mixed-use property portfolio from £29m pa to £33m pa for Derwent London Plc.
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## PROFESSIONAL EXPERIENCE

### CSR Connect (London)

Jul 2019 - Present

An end-to-end B2B sustainability reporting SaaS system.

#### CO-FOUNDER & COO

Supporting the CEO in strategic planning and execution, responsible for all operational activity.

- Full P&L, Budget and business planning responsibility, including marketing strategy.
- Employed new operations and sales teams.
- Engaged new remote development team.
- Responsible for a rebranding process.
- Devised and developed operational systems, processes and procedures to support growth and client management

**ITEMS for Health (Brisbane & London)****2013 – 2019**

A talent management SaaS system provider with clients in Australia, Canada and the UK.

**CO-FOUNDER & COO**

Supporting the CEO in strategic planning and execution, responsible for all operational activity.

- Full P&L, Budget and business plan responsibility, including B2G, B2B and B2C marketing strategies.
- Devised and developed operational systems, processes and procedures to support growth and client management leading to 90%+ client retention.
- Managing key stakeholders, including investors, banks and partners to secure investment, finance and scale more rapidly.
- Recruiting and training sales, marketing and administrative staff both in-house and outsourced.

**Star BMS (Brisbane)****2010 –2013**

A property asset management company serving Queensland and New South Wales, Australia.

**GENERAL MANAGER**

Acting with MD responsibilities, successfully performed a turnaround from loss-making to profitability.

- Developed strategy for recovery and growth, increasing revenue by 50% within 12 months and implementing major cost savings.
- Doubled the team and engaged agents across multiple sites to develop business.
- Developed systems and processes to address low engagement and business performance.
- Implemented tailored CRM system to improve efficiency and sales performance.
- Board presence at 93-strong parent company with \$20m per annum turnover.

**Derwent London Plc (London)****2007- 2010**

Derwent London is a FTSE100 company and the leading Central London Office REIT.

**ASSET MANAGER**

Responsible for the asset management of a 1.4 million sq ft property portfolio.

- Managed internal and external sales teams to increased rent roll by £4m pa over three years.
- Key account management: Established and maintained tenant relations to maximise tenant retention and expansion. Completed a new lease at a rent of £960,000 pa.
- Managing cross-functional teams to ensure best service to clients;

**SEGRO Plc (Slough)****2005 - 2007**

A FTSE100 company and one of Europe's largest providers of business space.

**LEASING SURVEYOR**

Led the letting of speculative developments on the Slough Trading Estate.

- Developed a new in-house CRM software system. The system acted as a management tool for the leasing process, a reporting system with various facets and applications

**Dreweatt Neate (Andover)****2003 - 2005**

A domestic and commercial property agency with offices across the South of England.

**COMMERCIAL MANAGER**

- Responsible for managing the Andover commercial office.

**Colliers CRE, (London)****2000 – 2003**

Colliers CRE is a leading international property consultancy.

**GRADUATE SURVEYOR**


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**QUALIFICATIONS**
**Business Coaching Certificate, CTC (Distinction)****2016 - 2017****1-year Scalable & Saleable Entrepreneurship Programme, Sydney****2012 - 2013****Member of the Royal Institution of Chartered Surveyors (MRICS), lapsed****2002****BSc (Hons) – Valuation and Estate Management, UWE, Bristol****1995 - 1999**


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**REFERENCES**

References are available on request.