

June '16 – Sep '19	Longitude (a Financial Times company), London, UK VP Business Development Senior commercial lead for this marketing services business specialising in B2B thought leadership. Instrumental to rapid growth achieved across advisory, research and content businesses (FT 500 Europe Fast Growth Company). <ul style="list-style-type: none"> Transformed a nascent market opportunity in the tech and telecoms industry into the fastest growing sector for the business over a 4 year period. Secured 13 new logo accounts including AT&T, Capgemini, Oracle, Pivotal, SAP and Workday from scratch Consistently over-achieved on growth targets, billing £1m-2m a year primarily from new clients Overhauled existing ad-hoc approach to client consulting work which initially created small c.£5k opportunities. Led go-to-market for Longitude Advisory – a dedicated thought leadership consulting service – which opened doors at CMO level. Won a £120k advisory deal that led us to secure £800k+ in annual spend from a top 3 global telecoms player
Jan '15 – May '16	Business Development Manager Second commercial hire for this little known business at the time. Tasked with developing a strategy for breaking into the global technology and telecoms sectors and managing a small number of existing, strategic accounts. <ul style="list-style-type: none"> Grew revenue from strategic accounts by an average of X10 in one year by broadening our reach and by having conversations at a more senior level within the organisation
Oct '14 – Jan '15	Commercial Strategy Advisor, London, UK Freelance business development consultant advising SMEs on sales strategy, processes and techniques. Clients included a nutrition software business and a business specialising in news and analysis on North Korea.
Sep '13 – Sep '14	Gensuite LLC, UK and USA Director Business Development, Europe Leading the European operation for this US-headquartered software business specialising in Sustainability and Environment, Health and Safety business performance management, to grow market share by working with existing and prospective blue-chip clients. <ul style="list-style-type: none"> Managing prospective customer sales activities from initial outreach to contract negotiation Generating new revenue from existing customers in Europe by conducting in-person workshops and training to help them maximise the value of the Gensuite system
Apr '12 – Aug '13	Grant Thornton, London, UK Head of Business Development, strategic investment sector Establishing, implementing and promoting a national commercial strategy to help the firm achieve its ambition for one of three strategic 'investment sectors' (Food and Drink) to achieve a 50% increase in revenue over the three year period to 2015. <ul style="list-style-type: none"> Worked with Marketing to generate pertinent thought leadership, campaigns and events which improved conversion rates Mentored Partners on how to establish more collaborative client relationships which helped them to win business Worked with the Energy, Environment and Sustainability team to shape their thinking on go to market and helped them to connect with key decision makers. Generated a Sustainability due diligence opportunity with a top 3 global food business
Jul '10 – Apr '12	Verdantix, London, UK Senior Business Associate Reporting to the CEO at this professional services firm focused on corporate energy, environment and sustainability to increase market share amongst Fortune Global 500 firms by securing bespoke consulting and research opportunities with CxOs. <ul style="list-style-type: none"> Managing commercial opportunities from lead generation to proposal creation, negotiation and legal contracting to sign >45 new clients in 2.5 years including Cisco, Microsoft and SAP Formulated strategies to develop new market opportunities based on market requirements research, competitive analysis and interviews with prospective buyers and working with Marketing to execute
Sep '09 – Jul '10	Business Associate Commercial responsibilities split between new business development (40%), marketing (40%) and account management (20%) <ul style="list-style-type: none"> Co-developed sales and marketing strategy with Longitude founders in immature and challenging markets Increased sales leads 500%; increased website traffic 300%; achieved average value retention of 220% on client renewals
May '08 – Sep '09	Beiersdorf, Birmingham, UK Demand Planner, Graduate Programme
Jan '08- Apr '08	UNDP, United Nations Headquarters, New York City, USA Internship

EDUCATION

2003-2007	The University of Nottingham, Management with French (2:1) Proctor and Gamble Prize Winner – awarded first place for Strategic Management
2005-2006	L'Ecole Supérieure de Commerce, Bordeaux, France, Management (ERASMUS)

ADDITIONAL INFORMATION

French: advanced Full clean UK driving licence