

# Curriculum Vitae

## Guy Winter

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## Current Position.

1999 – Present day. Client Director of Cymark Dealer Services Limited.

2010 – Present day. Director of Cymark CRM Limited

2018 – Present day. Director of eSend Ltd

## Experience.

### Cymark Dealer Services

Overall responsibility for providing services to automotive blue-chip clients. Predominantly telemarketing and telephone research provisions. Using bespoke call scripts, analytics and CATI computer software.

Client programmes for :

- Improving the customer journey.
- Lost Sale conversion rate improvement.
- Appointment generation.
- Manufacturer standards and GDPR compliance.
- Implementing best practice programmes.

Relevant Experience :

- Client negotiations and presentations.
- On-site review meetings
- Implementation of customer journey measuring, analysis and reporting.
- Bespoke analytical reporting via Excel, Microsoft VBA and SQL. Design of national statistical analysis of lost sales for Audi UK and Jaguar / Land Rover.
- Design of telemarketing training programmes.
- Design of industry approved call scripts

### Cymark CRM

Responsible for overseeing online CRM system specifically for the automotive industry.

Relevant Experience :

- Local business prospecting and sales
- Identified the requirements of a system to segregate potential customers and report upon telemarketing activity by local and remote sales executives.
- Microsoft SQL training, Kerridge Automotive Training.
- Assess and upgrade clients existing CRM platforms.

eSend (part of CRM)

Design and implementation of the on-line eSend email marketing platform that links to the CRM system to send email marketing campaigns to selected records.

- Relevant Experience :
- Project management of programme written by third party developers.
- Design of email templates for marketing campaigns.
- Structure platform to cope with A/B testing of campaigns.
- Running Google Analytics to produce cohesive campaign analysis between PPC, DM pieces and Social media.

### **Relevant Education.**

Manchester University  
(MMC)

Degree level. Level 6 CIM Diploma in Marketing / Digital Marketing.

Ford Motor Company

Brand Development. Telemarketing and sales training.

Templar PLC

On-site telemarketing and DM training. Fiscal analysis and reporting.

### **General Education.**

William Brooks  
(1977 – 1983)

A – Level, Maths, Physics, Geography, General Studies.

Institute of Sales and  
Marketing Management  
(1983 – 1984)

Computer sales, marketing, statistics and installation.  
Became an associate member of the ISMM.

Novell CNE  
(1984 – 1986)

Installation of Ethernet, Token Ring and RS232, Unix and Microsoft MS-DOS and Windows based systems

Microsoft NT  
(1984 – 1986)

Microsoft Office distributor, Microsoft Trainer, Installation and development for Microsoft NT

### **Work Expérience, prior to 1999.**

Cymark Ltd  
(1995 – 1999)

Operations Manager.

Company Overview :

Providing customer service telephone research to car retailers and manufacturers (Vauxhall Motors).  
Improvement programmes for aftersales departments.  
In 1999 this resulted in a management buyout and the company became Cymark Dealer Services.

Responsibilities :

- Reporting to Directors.
- Development of in-house IT analysis software.

- Development of client, on-site, CRM systems and training, including target analytics.

Fleet Drive (1994 – 1995)	Marketing Manager  Responsible DM campaigns and telemarketing programmes and the development of a fleet / corporate database.
Brookshaw Ford (1991 – 1994)	Vehicle sales, retail and local business. Implemented a telemarketing team and developed an in-house CRM system and responsible for telemarketing / telephone research to build customer base.
Templar PLC (1989 – 1991)	PA to the Managing Director and Operations Manager. Company provided National and International Venture Capital funding. Responsible for bespoke financial reporting and assessing clients IT provision.
Jade Technologies (1986 – 1989)	Technical Director.  Small computer company supplying installation and support of business level IT systems. Contracts inc' HM Gov and MOD.
Jentech Computers (1983 – 1986)	Systems Engineer and Technical Sales. Installing Unix based IT systems. Initially started while studying A-levels.

#### **Principal client based programmes (last 5 years).**

Jaguar / Land Rover.	One of three providers covering the UK to manage the customer journey and lost sales analysis.
Renault UK.	Providing telemarketing facilities for individual retailers and regional business hubs for the marketing of LCV's to local trades people.
Skoda UK.	Provision of lost sales analysis to analyse the customer journey to identify strengths and weaknesses. A development of earlier VAG Group lost sales programme.
Volvo.	Provision of lost sales analysis to analyse to increase conversion rate for sales enquiries. Providing benchmarks for when the sales process went online in Q3 2023.