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PROFILE

I am an experienced Director and Senior Manager who has delivered consistent and sustained results throughout my career. I have a wealth of sales experience, outlined by my ability to lead teams of all sizes to exceed targets, achieving both rapid and dependable growth. More recently, I have achieved success in overseeing customer service and operational functions, making efficiencies and improving customer satisfaction and retention. I am a collaborative and supportive colleague who focuses on delivering results to achieve strategic goals, ensuring I maintain staff engagement and morale concurrently.

Key skills & achievements:

- Exceptional relationship building across all levels within the business as well as with external contacts
- Responsible for revenue increase of more than £3 million at Danbro
- Increased contractor/customer numbers from 2000 to 4500 in current role
- Development and coaching of line managers, sharing best practice at all times
- Significant evidence of delivering above target performance
- Integration of IT development and automation to improve service and customer satisfaction
- Made efficiencies via system improvements providing a reduction of 12% in staff costs
- Facilitated an improvement to staff engagement/NPS score from 23% to 62%
- Ensured a consistent increase to Trust Pilot and customer NPS scores in current role

EDUCATION & TRAINING

Oxford Brookes University (2012 – 2014)
Course: Masters of Business Administration (MBA)
Grade: Distinction

Liverpool John Moores University (1991 – 1996)
Course: BA (Hons) Business Studies
Grade: 2.1

Professional Memberships/Qualifications:
CIMA Certificate in Business Accounting

EMPLOYMENT HISTORY

Danbro Trading Group, Lytham St Annes

November 2016 – present

Danbro provide Umbrella and Accountancy services to the contingent workforce in the UK from their offices in Lytham and London, with over 6000 individuals or small businesses benefitting from their services. I was recruited by Danbro's previous Sales Director in 2016 as Head of New Business Development in order to drive growth in the Umbrella department. Further to my outstanding performance in this role, I was promoted to a number of Director roles, including my current position as Managing Director of Umbrella Services.

Managing Director of Umbrella Services

January 2022 - present

Umbrella Services incorporates 2 brands: Danbro Workforce Solutions (DWS) and Trafalgar Workforce Solutions (TWS). As Managing Director, I am responsible for the service delivery and profitability of the service, including the performance of the 3 departments: Sales, Customer Experience and Payroll/Operations.

Key Achievements

- Delivered above target revenue contribution for FY 2022/23 in challenging economic conditions, the only one of three revenue generating business units with the Danbro Group to do so
- Further to its acquisition aligned TWS processes and procedures with DWS, creating an efficient umbrella service that adopts best practice across the two brands
- Created and introduced two new product offerings which delivered increased revenue: Umbrella+ and Danbro Education
- Collaborated with the group IT team to automate many manual payroll processes, increasing efficiency and reducing error rate
- Provided coaching and mentoring to five department managers which significantly improved their performance and that of their teams
- Redefined acceptable standards of performance within the Customer Experience and Payroll/Operations teams, establishing solid KPI's and SLA's
- Ensure stringent compliance standards are maintained and an annual audit by an industry compliance body is passed
- Identified and implemented service improvements within the Customer Experience department which led to a significant decrease in response times and an increase in customer satisfaction scores to record levels
- Resolved significant cash allocation and legacy debt issues within the TWS and DWS payroll departments as well as implementing new procedures to minimise such issues in the future

Group Sales Director

April 2021 – January 2022

I was promoted to the role of Group Sales Director with the aim of working with other

Directors across the group to increase sales in their departments, specifically Danbro Accounting and Danbro Financial Planning. Throughout this time, I was still responsible for the growth of Umbrella and PSC/Limited Company clients.

Key Achievements

- Maintained performance within my existing sales team despite taking on additional responsibilities
- Worked with the Managing Director of Danbro Accounting to establish new strategies for targeting profitable business for their company, focussing on SME and Franchisee clients
- Established lead generation methods for Danbro Financial Planning to facilitate growth, resulting in the need to grow the business by recruiting two additional Financial Advisors

Business Development Director

June 2019 - April 2021

During my first Director role, my duties and responsibilities were broadly similar to my previous role with the addition of sitting on the Board of Directors. I was promoted due to recognition of my success and identification that my influence and input was required in broader business decisions across the group.

Head of New Business Development

November 2016 - June 2019

I was tasked with managing and improving a sales team of ten, who's remit was to deliver new and repeat clients for the Umbrella and Limited Company services within the Danbro group.

Key Achievements

- Redefined the structure of the team to provide greater coverage and higher output
- Established KPI's and targets based on overall objectives of the business
- Developed significant and regular sales training and coaching covering telesales through to closing field sales deals and account management
- Increased monthly sales on corresponding month in prior year for five consecutive years
- Implemented a new bonus scheme to reward good performance and ensure profitable business was sought and secured

Parasol Umbrella and Clearsky Accounting, Warrington

Head of Key Accounts, October 2015 - November 2016

Parasol Umbrella and their sister brand, Clearsky Accounting, are one of the UK's largest providers of employment umbrella, accountancy and payroll services to the contingent/temporary contractor market. I was recruited by the CEO to increase business and strengthen relationships from the key account portfolio.

Key Achievements

- Managed and developed the senior relationship with the business' largest clients, predominantly blue-chip recruitment agencies
- Coached and developed the Field Sales Team to encourage them to generate maximum return from the blue-chip clients which by their nature exist in a competitive environment
- Worked with three other Sales Managers to build a cohesive sales strategy across the business
- Increased return from 80% of key accounts with the largest single increase in excess of 60% growth
- Ensured greater coverage was maintained by the Field Sales Team across multiple client offices and branches which for some clients run into the hundreds

Paystream Umbrella and Accounting, Altrincham

Head of Business Development, November 2008 - September 2016

Paystream provide umbrella, accountancy and back-office support to the UK's contingent workforce and recruitment agencies. In addition to managing my own sales pipeline, I would also assist other members of the sales team with advice and support including accompanying them on sales meetings in order to identify areas of improvement to achieve winning business.

Key achievements

- Exceeded sales target each year
- Secured two of the largest three accounts serviced by PayStream
- Attained the highest profitability level within sales team
- Achieved 40% revenue increase in existing accounts
- Appointed to the senior management project team
- Contributed to a significant impact on system development leading to improved client retention
- Successfully managed over 100 office branch relationships nationally

Bank of Scotland Investment Service (BOSIS), Manchester

Client Manager, March 2007 - November 2008

BOSIS is the investment division of Bank of Scotland who provide financial and tax planning services to both corporate and personal clients. I dealt with high-net-worth individuals who often had complex planning requirements covering a range of investments, protection and inheritance tax planning.

Key achievements:

- Delivered above target revenue within the first year in a new industry
- Key member of an award-winning regional sales team
- Successfully passed 13 regulatory examinations at first attempt

Jangro, Bolton**National Account Manager, December 2004 - February 2007**

Jangro provide cleaning chemicals and associated products to the non-domestic market. My role as National Account Manager was to secure contracts to supply services in more than one region, which would then be serviced by local franchisees. I oversaw the entire sales process from sourcing prospects, completing tenders, presenting at Board level and on-going account management. I was responsible for the management of 2 office-based sales support staff, including training, coaching and appraisals.

Key achievements:

- Secured major national clients including HM Prisons and The Post Office
- Secured largest order in company history at a record breaking £1.5 million revenue
- Provided sales coaching and support to 56 franchisees, assisting them in increasing local business

Thales Telematics Ltd, London/Remote**Northern Sales Manager, July 1998 - December 2004**

I worked within the Vehicle Tracking Division of \$13billion turnover Thales group. I was originally employed as an Account Executive and was later promoted to Northern Sales Manager, reporting to the Sales Director. Responsible for the recruitment, training and day-to-day management of 15 Sales Executives, my department sold telematics solutions to SME and large corporate clients. The solution required the purchase of both hardware & software, with the average order costing £100k. I was also responsible for recruiting third party resellers such as local telecoms dealers.

Key achievements:

- Consistently overachieved on sales target in a fledging market
- Promoted due to performance, coaching and organisational ability