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“We've developed a niche market and continue to grow in the tough manufacturing sector”

Aardvark Engineering Ltd

Nic Windley & Assoc.	Founder - Business Growth Management Consultancy	Jan. 2006 – Present
Qtable	Founder - Promotional Merchandise and Gifts	
Focus on implementing growth strategies using integrated sales, marketing and Information and Communication Technology approaches while developing a number of associated businesses and niches.		
Level & Context:	Influence begins with business owners and senior decision makers at small to medium businesses. Understand the business, analyse the opportunities and develop a growth strategy and implementation plan that makes better use of existing assets.	
Focus:	Growing the business using sales, marketing, and supporting technology.	
Background:	Previous and continuing commercial success in both small and large corporations with broad working knowledge of business practices and processes including management, finance, purchasing, operations, sales, development, production and their inter-relationships.	
Range:	Extensive working knowledge acquired in various sectors including manufacturing, electronics, software, retail, communication, finance, health, defence. Working technical knowledge with practical internet marketing skills, sales, marketing and management in entrepreneurial roles.	
3rd Parties:	Identification and development of strategic partners and incentive schemes for the fulfilment of project delivery where necessary which include outsourcing of design, development and manufacturing in the UK, Europe, US, India and China.	
Overall Result:	<p>Won the confidence of a number of customers including Aardvark Engineering, Kinver Ceramics, AlphaQuad Internet Marketing, Corkscrew Events, The Boyne Arms. Number of ongoing projects. One customer nominated for British Engineering Excellence Awards after a successful proposal.</p> <p>Narrowed the focus of several customer businesses into specific niches along with rebranding after initial analysis and market research.</p> <p>Successfully implemented a number of customer relationship management (CRM) installations based on commercial and hosted open source technology. Put in place accounting systems and costing tools to improve financial control and understand profitability and operating costs.</p> <p>Ran various digital integrated marketing campaigns including website development, search engine marketing, search engine optimisation, video marketing, email and auto-responder marketing, blogging, article and PR marketing as well as paid promotion such as pay per click (PPC) marketing. Designed various direct marketing campaigns which could be integrated to internet and other digital marketing mechanisms or be measurable stand alone.</p> <p>Established a dedicated telemarketing operation including recruitment, infrastructure and training.</p> <p>Designed an integrated software package based around open source web based and commercial PC software that streamlined the business by enabling a single platform for processing orders taken over the phone, in the mail or from a website, allowing data to be automatically exchanged and updated with the accounting software for improved stock control and management accounting.</p> <p>Setup and hosted a number of virtual meetings and teleconferences using open source collaboration and audio / video communications tools. Installed a small business network and server as well as hosted web servers and have been directly involved with product design and development making use of my engineering background.</p> <p>Developed a number of niche based businesses including affiliate marketing based and product development and service orientated business such as Qtable, which was developed to demonstrate how we could move into a highly competitive market with no prior knowledge, turning over just under 70K at 35% gross profit in the first year during 2008 with minimal running costs.</p>	

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Comz4Biz Franchisee - UK Reseller of Communications Technology July 2004 – Dec. 2005

Owner of Mercia Franchise and stake holder in franchisor, a start up in the IT and Telecommunications sector.

Context:	Development of initial franchisee business model in readiness for national role out. Sustained rapid learning curve in a new and fast moving and converging market place.
Focus:	Development of business plans and model for franchisees. Expand sales and marketing channels exploiting the internet while acquiring direct customers and supporting them. Identified new market opportunities and integrated these into the sales and marketing systems utilising both traditional direct sales and marketing channels as well as digital media such as the internet.
Scope:	Major contributor to changes in company shape including marketing methods along with product focus, channels and partners.
Range:	Built a comprehensive working knowledge of the franchising business model. Increased ICT knowledge with focus on communication technology and specifically convergence of Voice, Data and Video onto a unified network along with the business benefits. Greater awareness of emerging technologies within the ICT sector.
3rd Parties:	<p>Sponsor and developer of internet sales and marketing channel. Development of tracking, testing techniques and redefining the message to market.</p> <p>Identification and development of strategic partners and incentive schemes for the fulfilment of sales and project delivery due to a high reliance on outsourced contractors and partners. These included cabling and system installation partners, hardware and software suppliers and service providers.</p>
Overall Result:	<p>Gained substantial experience of a self employed role while the franchise team doubled in size.</p> <p>The Internet development successfully demonstrated that it could generate enquiries and sales for the whole operation.</p> <p>A number of call centre applications were won as well as SMS marketing, fixed line and mobile contracts. Bids for additional private investment were received for the main franchisor. Franchise customer accounts that I personally won included PGL Europe, Heartland Homes Housing Association and Salvation Army.</p>

Moldflow Corp. US Developer Of Plastics Processing Technology Sept. 2001 – June 2004
Regional Sales Manager progressing to Country Manager.

Context:	After a successful start as a regional sales manager the role of country manager for the UK, Ireland, South Africa and Israel was a natural progression into a more leadership orientated position with front line responsibilities and team management of 6 delivering bottom line profit of 200K.
Change:	<p>Significantly improved business stability reducing customer complaints with service orientated enhancement to maintenance contracts, improving value for money, reorder levels and customer relations, along with a reduction in business overheads with a right sizing of sales team.</p> <p>Developed a series of strategic accounts with repeat business of 200K annually from maintenance and won the first stage of a considerably larger contract with a projected worth of over 1 Million. Achieved 98% to target in year 1, while on track to increase revenue by 20% year on year in the final year.</p>
3rd Parties:	<p>Identified, selected and negotiated with a series of sales agents which were successful in promoting the brand, providing a lower cost of entry for the smaller value licensed products enabling the core business team to focus on larger opportunities.</p> <p>Established strong relationships with finance partners which were a strategic tool in successfully winning contracts and even promoting the business and its technology to their partners. Built alliances with training centres and manufacturers of core process equipment within the plastics industry to improve acceptance of the technology and increase the associated skill value.</p>

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Direct Insight Ltd UK Reseller of Electronic Design Automation Tools July 1998 – Aug. 2001
 SATO Corp. Japanese Developer of Bar Coding & Data Capture Systems April 1997 – June 1998
 Territory Sales Exec and Product Marketing Exec to Major and National Accounts Manager

Context:	Rapidly promoted from territory sales positions to major accounts manager bringing with it further team expansion at both organisations. Led introduction of new roles and technology. Involvement in product marketing of new products from international markets.
Achievements:	Established sales performance criteria as the first member of the 100K club for sales targets. Built valuable business relationships during a 3 month business programme in Japan and Singapore. Achieved sales targets: 102% at SATO with sales on track to increase 100% at Direct Insight over 3 years dealing with major Tier 1 and 2 consumer electronics, defence, communications and automotive companies.
Change:	<p>While at these companies I brought about direct organisational changes necessary to develop and grow the business.</p> <p>Introduced successful Japanese business models and instigated the move towards delivering complete system or solutions, which increased the sales value per customer. I was key to building and orientating the sales and marketing teams to be more aware of future needs from customers businesses and service issues making use of CRM software and pro-actively managing customers and accounts with a combined internal and external sales team effort.</p> <p>Capitalised on changes in market demand and lead a small spin out venture later used as a footprint to define the direction of the business. Direct involvement with projects such as BT Brightstar and homes of the future as well as working with major accounts such as Marconi, Racal, BAe, Palmer & Harvey McLean Ltd, Rexham Plc.</p>

Formal Education

Date	Establishment	Course	Result
1993-1996	Coventry University	Degree In Electrical and Electronic Engineering	B.Eng. (Hons.) 2:2
1991-1993	Halesowen College	BTEC OND Electrical and Electronic Engineering	2 Distinctions, 17 Merits 6 Passes
1986-1991	Four Dwelling School	GCSE	4B, 2C, 1D

Background Information

Single, born 11th October 1974. Very comfortable in international scope and willing to travel.

Fit and regularly train. Non-smoker, former AAA competitor and outward bounds individual – range of stimulating hobbies and social life. Basic Spanish.

I have a keen interest in environmental issues, technology, niche marketing and financial trading instruments of which I am regularly involved learning and developing these interests further. As well as buying property to live in I have also purchased, renovated and resold a few properties and have developed a love for period buildings and architecture which I indulge during regular National Trust visits.

Family, films, theatre, live music, reading, international travel and culture are things I enjoy in my free time which help me to relax.

During my career I have worked alongside the Business Link (DTI) business planning and mentoring schemes, Coventry University springboard programme, Mustard and Connect/InvoRed fast track business development programmes. I have also completed Tack and Solution Selling training courses.

My community work involved me in becoming a mentor to under achievers with reading problems, establishing a small charity fund raising group based in Birmingham for Barnardos and was previously Chairman of Birmingham based networking group BRE Central and VPPR for a public speaking group Toastmaster International in Birmingham.