

An experienced director, accredited coach and mentor with a successful track record in change management, people development and the application of proven business improvements. Delivering tailored approaches to suit particular environments aimed at enhancing business performance to achieve profitable and sustainable company growth. Offering a practical perspective along with a comprehensive understanding of business improvement techniques and effective leadership principles built up over a career commencing on the 'ground floor' and rising to senior level positions.



### Sectors / Experience:

- Engineering
- Machinery Manufacture
- Plastics processing
- Foundry processes
- Aerospace
- Electronics
- Services sectors
- Apparel
- Energy / Marine
- Printing
- Financial
- Furniture / Wood processing

### Summary of Key Skills and Experience

- Pragmatic 'hands-on' approach to supporting business growth and operational performance with a thorough knowledge of process improvement techniques.
- Coaching and mentoring business owners, directors and managers to develop and expand their capabilities and increase effectiveness in a safe and agreeable learning environment.
- Ability to quickly assess business and employee engagement situations with an understanding of the commercial, cultural and governance needs of organisations.
- Experienced in all aspects of people management, training & development, with excellent relationship and team building abilities at all levels, to achieve motivation and performance improvements.
- Successful track record in management system implementations including ISO standards covering quality, environmental, health & safety and information security utilising integrated system approaches.
- Offering a strategic perspective to achieving sustainable improvements delivered through a coaching style to help senior management & operational teams to enhance their own learning along with the performance results of the organisation.
- Experienced at developing skills and capabilities to face the most pressing business challenges and focusing energies on maintaining organisational growth and success.
- Structured approach to business growth and improvement with a thorough knowledge of the tools and techniques of change management with a tenacity to overcome blockages and quickly get to the root cause of issues affecting progress.
- Ability to influence successful change, operating standards and develop performance measurements to ensure sustainable growth, on-going improvements in business performance and return on investment.
- Operating at both strategic and tactical levels with an appreciation of all aspects of effective leadership and governance to sustain company growth.

**Career Summary:**

- Director – B5 Direction Limited (2011 to Now)  
*Deliverer of business and executive coaching to a variety of organisations directed at helping boards and management teams to achieve successful growth.*
- Non Executive Director – PDA International (2011 to Now)  
*Twice listed (2011 & 2012) as one of Yorkshire's fastest growing companies.*
- Joint Managing Director – PDA International (2006 to 2010)
- Managing Director – PDA Manufacturing (a division of PDA Int.) (2002 – 2006)
- Interim Operations Director – Thermocable Limited (2006 – 2008)
- Interim Director – Thermal Engineering International Limited (2002 – 2004)
- Operations Director – Renaissance Interiors Limited (2001 – 2002)
- Production Director – Joseph Rhodes Limited (1995 – 2001)
- Advanced Manufacturing Technology Research Institute - AMTRI (1989 – 1995)
  - Sales & Marketing Manager – whole group (1994 – 1995)
  - Divisional Manager, Consultancy – (1992 - 1994)
  - Senior Management Consultant – (1989 – 1992)
- Business Planning Manager – Microvitec plc (1987 – 1989)
- Butler Newall Aerospace Limited (1970 – 1987)
  - Production Manager (1980 to 1987)
  - Senior Foreman (1979 to 1980)
  - Production Supervisor (1974 to 1979)
  - Technical Apprentice (1970 to 1974)

**Academic Qualifications**

Master of Arts degree in Company Direction with Merit  
Bachelor of Arts degree (Hons) in Business Studies  
Post Graduate Certificate in Business and Executive Coaching

**Professional Qualifications**

CMI Level 7 Qualification in Leadership Coaching & Mentoring  
EMCC accredited Level 7 Senior Practitioner in Mentoring & Coaching  
Chartered Director  
Certified Management Consultant  
IOM Diploma in Operations Management  
C&G Full Technological Cert. in Production Engineering (HNC)

**Professional Membership**

Fellow - Institute of Directors (IoD)

Member of the Turnaround Management Association  
Member of the European Mentoring & Coaching Council

**Other Details**

- Member of the IoD Chartered Directors Committee for Yorkshire & Humberside - Mentor & Coach for the IoD Young Directors forum.
- Trained interviewer with the IoD for prospective candidates aspiring to Chartered Director Status.
- Accredited to use the 5 Forces of Change ([www.5forcesofchange.com](http://www.5forcesofchange.com)) – a blueprint for Leading Successful Change naturally along with offering a suite of consultancy services from Employee Engagement to Leadership Development.