

GARRY STEELE

garry@scorpioconnect.com

• +44 (0) 7795 107418

• www.scorpioconnect.com

A **STRATEGIC COMMERCIAL BUSINESS DIRECTOR** with a successful career in both the Public Sector and Private Sector - helping organisations to develop and implement new commercialisation and trading strategies, identify alternative service delivery models and assess realistic revenue 'vehicles'.

Strategy Planning

- Established commercial strategy including sales & marketing, operations and alternative delivery models.
- Conducted detailed market evaluation and analysis, business planning and financial modelling to assess viability of new solutions / products / services.
- Created & implemented strategic marketing plans, helping to secure market position.
- Streamlined internal and external processes and communications to generate savings in resources, time and cost. Introduced comprehensive marketing strategy and accurate management reporting process to maximise insight and enable executive decision-making. Pioneered e-mail, Internet and Intranet functions to promote clear, consistent and professional image and brand.
- Created a management consultancy business, providing a range of comprehensive services including e-commerce, business consultancy and sales and marketing for small to medium sized companies.
- Created a new sales and marketing strategy - boosted T/O by 15% to £5.75M - profit up 10% and expanded market share by 6%.
- Experienced in developing and managing 3rd party operations through strategic partners & other channels.

Marketing

- Developed marketing awareness campaign through delivering a programme of 'Marketing Services in the Public Sector' commercial processes.
- Planned and delivered the first phase of a major marketing activity to promote a specific service offering to a wider audience across both public and private sectors and build a strong business 'pipeline'.
 - Introduced marketing strategy & business processes - Increased sales by 20%.
- Produced a comprehensive range of marketing literature, case studies and sales documentation to raise the profile and initiate appropriate marketing and sales activities for the organisation.

Business Development

- Established new direct and indirect sales channels across multiple International territories.
- Comprehensive international sales experience – having sold throughout Europe (including France, Germany, Holland, Spain, Italy, Holland, Denmark, Sweden, UK), and South Africa, Asia and Australia.
- Increased global sales by 30% in one year, taking revenue from £1.5M to £4.9M in two years.
- With an average sales value of £250 - £500k, managed significant sales in Australia, Denmark, France, Germany and the UK which included the company's first ever sale in South Africa.
- Secured contracts with: Dresdner Bank (£600k), Nedcor Bank (£300k), Halifax (£650k), Credit Lyonnais (£400k), Woolwich (£300k), BG Bank (£100k), Caja Canarias (£150k) and Bendigo Bank (£250k).

Relationship Management

- Managed relationships at C-level as well as across all operational levels - building credibility and trust throughout each customer's organisation.
- Built extensive new contacts with key stakeholders in both private and public sector.
- Adept at working with current clients to leverage new business opportunities.
- Able to deliver 100% customer satisfaction and retention.
- Effective at relationship building at the highest level leading to increased sales and profitability, which played a key role in the winning of major contracts of £3.4M within 24 months at De La Rue.

Communications / Brand Management

- Directed all PR, advertising, branding and product launches. Headed up sales of all software solutions through direct and 3rd party distribution channels.
- Introduced regional sales seminars to brief sales teams on new products and market developments. This initiative directly contributed to a 5% uplift in sales and an improved sales conversion rate in excess of 8%.

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- Developed a global communication strategy for briefing 3rd party sales channels which significantly improved sales across all international jurisdictions.
- Instigated for the first time, direct communication forums with key stakeholders in the Education sector.
- Introduced regional sales seminars to brief sales teams on new products and market developments. This initiative directly contributed to a 5% uplift in sales and an improved sales conversion rate in excess of 8%.

E-Commerce / Internet Marketing

- Designed and produced an E-Commerce and Internet strategy for multiple SME's including the FLSE.
- Devised customer retention methodologies.
- Developed strategic marketing frameworks for Internet based products and services.
- Achieved effective customer retention through intuitive web design and Internet Marketing strategies.

Leadership Development / Teams / Recruitment

- Managed several sales operational sites across Europe, including all staffing matters.
- Managed a global team of 37 people with 12 UK direct reports (sales, pre-sales, professional sales, sales support and administration) and 10 Sales Managers across all international operations.
- Proficient at managing full P&L and complex budgets, using the same effectively for maximum impact.
- Consultative sales approach – vastly experienced in identifying and understanding client's business needs and issues and addressing these with the appropriate business solutions.
- Detailed planning and management of sales cycle – particularly where the sale is long (anywhere between six and eighteen months), complex and protracted.
- Successfully managed multi-disciplined teams and departments.
- Recruited a team of 8 resulting in increased sales of 50%.
- Developed and managed professional services and support teams.
- Implemented and managed SLA's across customer base.

Transformation and Change Management

- Conducted & clarified working practices & developed a comprehensive series of 'Activity Roadmaps' which covered BI, BPR, CJM, DUE, PM, CPM, LM.
- At Southend BC introduced a Digital strategy concept and Business Transformation Architecture.
- Brought together a core of stakeholders & senior executives to review and initiate future strategic policy.
- At De La Rue, transformed commercial operations which reduced staff turnover by 8% and increased individual sales productivity by 20%.
- Restructured and re-organised sales team at Milvus to ensure highest quality talent and services.
- At Scorpio Connect, worked with organisations to promote change – oversaw management of the same.
- Developed and managed professional services and support teams for a number of clients.

EARLIER CAREER

2017 – Date THE COAL AUTHORITY • **Head of Business Development (Interim)**

2002 – Date SCORPIO CONNECT LTD. • **Director**

2015 – 2015 SOMERSET COUNTY COUNCIL. • **Commercial Marketing Manager (Interim)**

2015 – 2015 HAMMERSMITH AND FULHAM COUNCIL. • **Business Manager – Planning & Commercial (Interim)**

2013 – 2015 SOUTHEND-ON-SEA BOROUGH COUNCIL • **Commercial Manager (Interim)**

2009 – 2013 FEDERATION OF LEADERS IN SPECIAL EDUCATION • **Chief Executive (Interim) – Comm. Services**

2001 – 2002 MILVUS SOFTWARE LTD. • **Head of Sales and Marketing**

2000 – 2001 OBTREE TECHNOLOGIES INC. • **Corporate Sales**

1996 – 2000 DE LA RUE PLC • **Divisional Head of Sales**

AFFILIATIONS AND TRAINING

Institute of Interim Management (IIM) • Institute of Directors (IOD) • Chartered Institute of Marketing (CIM) • Strategic Account Selling • Miller Heiman • Sales Strategies, Forecasting, Commercial Management • Controls Infocus • Specific Management Development Training • Sales and Marketing Development • Sales Negotiations