

General Manager

Retail / Automotive / Financial Services

PROFILE

Highly experienced General Manager with a strong customer focus and career background in Sales and Marketing.

Over 16 years experience of business management with responsibility for profit and loss account, line management of large teams, business development, sales & marketing, customer experience, and staff recruitment and retention.

A positive and supportive leader able to motivate and empower staff. Good communicator and negotiator who develops loyal relationships with customers and suppliers.

Has the drive and experience to develop and implement change to create improved business performance and growth.

PROFESSIONAL EXPERIENCE

2010 - Present **General Manager,
Mercedes-Benz, Truro, Cornwall**

Retail sales and servicing of Mercedes-Benz cars to Cornwall region. Provision trade parts and operation of a 24/7 breakdown service. Business turnover - £20M pa.

Responsibilities-

- Management of 50 staff including three Senior Managers.
- Achieving retail sales targets.
- Management and reporting of profit and loss.
- Delivering excellent customer experience.
- Retention and expansion of customer base.

Key Achievements-

- Increased business sales and profitability.
- Increased business footfall through improved marketing and retail presentation.
- Achieved all 2011 business Key Performance Indicators.
- Improved customer experience and satisfaction.
- Grew customer retention to top-ten position in UK for Mercedes-Benz dealerships.
- Introduced successful new programme to improve staff development and retention.

2002-2010 **Regional & National Sales Manager
GMAC UK PLC, Cardiff**

GMAC UK is one of the world's largest automotive financial services companies. GMAC provides wholesale and retail automotive financing products and services for all Chevrolet, Vauxhall and Saab models.

Responsibilities-

- Line management of UK sales team for Chevrolet and Saab, and western region sales team for Vauxhall.
- Management of profit and loss account.

- Business development and establishment of new customer relationships.
- Management of key customer accounts.
- Staff recruitment & retention, training and support.
- Development and implementation of marketing strategies for the Saab and Chevrolet brands.

Key Achievements-

- Winning of new key accounts with major dealership franchises - Reg Vardy and Pendragon.
- Substantially increasing regional revenue from £16M to £41M.
- Winning Sales Manager of the Year twice in 2004 and 2009.
- Voted as an Outstanding Leader in GMAC global staff survey with 100% employee feedback in 2008.
- Receiving the GMAC Merit Award in 2006 and 2009 for Overall Performance Award.
- Contributing directly to launching and marketing a number of products and services including national business planning tool, winners workshops programme for key customers, employee development programme and new insurance products.

2000-2002 Sales Director

Marsh Advantage, Marsh, Southampton based UK role

Marsh Advantage is part of Marsh, a global leader insurance broking and risk management. Marsh Advantage provides insurance and risk management services to SMEs.

Responsibilities-

- Playing a pivotal role in setting up a new business division providing commercial insurance products to the SME sector.
- Developing and implementing the business structure and development of business process and procedures.
- Recruitment and training of a team of 50+ home based sales and telemarketing staff.
- Generating prospects from a variety of sources including cold calling, existing Marsh clients and leads generated via telemarketing.
- Additionally responsible for supporting the development of key accounts and the expansion of new and existing accounts.

Key Achievements-

- Building partnership relationships including negotiating contracts and agreeing business strategies to facilitate Marsh's B2B potential; successfully developing relationships with Barclays Bank and Lloyds TSB partnerships contributing 80% of new business at Marsh.
- Achieving a substantial increase in new business within the SME division by £1 million in the first year with a renewal rate of +90% from a base of 2500 customers transferred to the new division.

1992-2000 Financial Services Director

Hambro Countrywide, Thames Valley

Hambro Countrywide is a UK estate agency and property management business that supplies a range of financial services product to its customers including mortgages and life insurance.

Responsibilities-

- Management of a team of Regional Managers and Sales Executives based in 23 offices.

- Developing and executing the strategic planning including defining budgets and P&L targets.
- Recruitment of new staff and provision of comprehensive training and support to enable them to achieve targets and generate sales leads.
- Establishing and maintaining relationships with banks, solicitors and insurance providers.

Key Achievements-

- Turning round an ailing business through effective recruitment, training and staff development resulting in significant year on year growth.
- Commencing employment as a Sales Executive before gaining a series of promotions through Regional Sales Manager to Financial Services Director.
- Winning the Top UK Sales Director in 1998 in recognition for consistently achieving and exceeding sales and profitability targets.
- Runner up in 1994/1995 and 1996/1997 for UK Sales Manager of the Year out of 75 Regional Sales Managers.
- Consistently achieving all targets as Sales Executive as a result of lead generation and reaching the top 10 out of 300 Sales Executives in 1993.

1991-1992 Sales Consultant, Commercial Union Financial Services, Plymouth

1982-1991 Leading Mechanical Engineer, Royal Navy

EDUCATION & PROFESSIONAL TRAINING.....

- FPC Financial Planning Certificate 1, 2 and 3
- CIP Chartered Insurance Practices Module Training
- 9 O Levels including English and Maths
- Mercedes-Benz Senior Management Programme, Market Area Director, Grade 1 pass
- Sales & Marketing Certificate
- Business Management & Accountancy Programme
- Leadership & Influencing Programme
- Qualified Assessor for Assessment Programmes
- Mind Store Member
- Royal Navy Leadership Programme
- Proficient in MS Office
- Graduate recruitment assessor

PERSONAL INFORMATION.....

Address:	Nationality:	British
Mobile:	Driving licence:	Full, UK
Email:		

REFERENCES.....

Available on request.