

### Personal Statement: Clive Turner

Highly motivated and talented business acceleration specialist who improves profitability by reducing costs, increasing revenues and leading business transformation teams. Over twenty five years' experience in top level business environments across numerous sectors including FMCG, Education, Sports and Leisure. Expert at setting and directing commercial strategy that grows and sustains complex brands/high profile organisations even in the most challenging market conditions

### Core Skills/Competencies

- Leadership and Motivation
- Setting and Directing Multi-Channel Commercial Strategy
- Business Development
- Cost Reduction
- Negotiation
- Brand Development
- Setting and Achieving Performance Targets

### Work Experience

#### Managing Director - Harrow House International College - November 2015 to April 2020

Managing Director of Harrow House International College (including The Swanage Centre); successfully improved the group's business performance both financially and operationally. Rapidly improved profitability by creating and directing a systematic fiscal process (Quarterly Forecast and Review) which radically enhanced yields: as a result departments are now able to control variable costs against changeable revenue forecasts. Increased revenues from both existing and new markets through improved marketing and sales initiatives which reversed declining income streams. Restructured establishment and set the company onto a sustainable growth path and preparation for eventual sale/exit by current owners

#### Business Improvement Consultant ([www.businessaccelerationspecialist.com](http://www.businessaccelerationspecialist.com)) - April 2010 to November 2015

- Upgraded business development and customer service processes, CRM as well as branded marcomms for Zenith Cosmetic Clinics and Groupcall. This elevated brand positioning as well as greater share of voice across both digital and traditional media channels increased sales leads, conversions and new business growth
- Researched route to market data on the European HORECA sector for SCA's Away From Home Hygiene Division as well as creating bespoke sales training and marketing tools for over 450 Pan European Account Managers called "The European Hospitality Approach" which achieved a significant increase in market share
- For Twin Group International i) introduced Strategic Business Units supported by Central Service Providers, ii) revitalised business development, iii) Sage Act CRM system across Sales, Marketing, Group Travel and Admissions. Directed cold call sales campaign that achieved over £450,000 worth of new business
- Mentoring of Arabic Sales Team and CRM adoption for Netcure Data Security in Dubai that increased revenues
- Coached Laurent Perrier Account Managers to generate consumer demand. Coached four partners of a highly respected City based M&A Consultancy to clarify and agree long term aims including a clear strategy for business development, client engagement, systematic sales process and succession planning

#### Sales and Marketing Director - Colorama (Pharmaceutical) Photo-Imaging Group - June 1997 to March 2010

Created and executed long-term multi-channel business development strategies (encompassing general, marketing and sales management) that successfully reversed declining volumes as well as increasing revenues and margins against a backdrop of fierce competition from Kodak. Secured long-term supply contracts with Boots Alliance plc, Co-Op, Johnsons and Nu-Care that locked out main competition. Launched the UK's most successful digitally improved photo-imaging brand (Colorama Smart Print based upon Agfa Dimax Technology) whilst rationalising weaker brands that increased profitability

### Earlier Career and Education/Training

As **Sales Promotion Manager** for Britvic Soft Drinks created and executed powerful promotions for Pepsi-Cola and Lucozade. I re-launched international brands Black Tower and Stowells of Chelsea Wine Box as **Trade Marketing Manager** of Grants of St James's. **Commercial Director** of Matthew Brown Brewery (Scottish & Newcastle Beer Company) defined and directed commercial strategy that increased market share from 10.3% to 11.3%. Launched Coors Extra Gold, re-launched McEwan's Lager and Matthew Brown Ales in addition to achieving Marketing Quality Assurance (M.Q.A.) accreditation ISO 9001. Set and implemented commercial strategy that achieved cost reduction as well as increased revenue; net profit up from £9m to £11.2m as **Divisional Marketing Manager** for First Leisure Corporation plc. As **Commercial Manager** of Ipswich Town Football Club increased revenue in spite of relegation from the Premiership via creation and implementation of multi-channel commercial and retail strategy

**BA (Hons.) Communication Design**, Finance for Directors, Cost Improvement and TQ Auditing, Business Process Mapping and Re-engineering, Advanced MS Office skills within digital and data led environments with ECDL IT Certification

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