

# LOUISE IRONS

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INFRASTRUCTURE | FUNDING | INNOVATION | SALES MARKETING | PEOPLE LEADERSHIP | CUSTOMER CENTRIC | REVENUE & PROFIT OPTIMISATION

An inspirational and successful Sales, Account and Operational lead with a background in the telecommunications sector, spanning +20 years and the charity Sector the past 2 years. Demonstrates multiple accomplishments in strategic business leadership from a sales perspective, driving continued growth and sustainable outcomes. A broad and strong transferable skill set, incorporating an ability to identify and pursue new business opportunities within the marketplace to support expansion, engage with clients and contribute to the increase of revenue and profitability. Leads teams by example, adopting an authentic style, whilst maintaining focus on financial performance, operational leadership, and positive outcomes. A proven track record of multiple successes, improving operational processes and championing change management.

## AREAS OF EXPERTISE

Strategic Planning & Execution	Risk Mitigation & Management	Event Planning & Management
Team Leadership & Management	Business Cost Savings & Reductions	Key Account Management
Budget Control & Financial Management	Performance Tracking & Management	Business Targets & KPIs
Change Management & Transformation	Relationship Development & Networking	Improving Customer Experience
Operational Improvements	Stakeholder Management	Negotiation & Influence
New Business Development	Marketing	Product Development

## SELECTED KEY ACHIEVEMENTS

- **Significantly improved 'lead to sale' efficiencies;** identified an issue within existing working methods and introduced a central point of contact to speed up processes, which led to achievement of an internal work for recognition of efforts
- **Overachieved on 2019/20 revenue target by 5%, despite considerable period of change;** led entire team through contractual changes to T&C's and pay reductions, maintaining high levels of motivation and focus with the establishment of Sales Stakeholders Calls; a forum to view concerns and share ideas in order to support the business
- **Successfully mitigated risk within Global Voice Business and settled outstanding disputes of +£1m in some cases;** built strong relationships between Sales and Billing, and established a team of key stakeholders to review business risk monthly
- **Delivered margin growth by 20% for Project 2017;** generated idea to secure margin for financial year and beyond in a declining market. Created business case and presented to management team, subsequently gaining buy-in and led a team of key stakeholders to agree and implement process across the Global Voice Business

## PROFESSIONAL EXPERIENCE

### Community360

#### Executive Lead for Innovation and Growth

2021 to Jan 2024

- Appointed as Strategic Head of Growth and after 14 months promoted to Executive Lead for Innovation and Growth
- Managed and support a team of 10 staff
- Stakeholder management across North East Essex and Mid Essex including the Statutory, Voluntary and Public Sector where my knowledge spans programmes of work including My Social Prescription, Community Transport, Essex Family Support Services, Community Hubs and Funding..
- Co Design of transformational programmes both internal and external
- Portfolio of work included Research and Development and Monitoring reporting, Funding pipeline and bid writing, Community Café, Marketing and Comms.
- Lead on research projects which involves the design and analysis of data to enable innovative and effective opportunities in the sector.
- Built and developed relationship with key stakeholders including the NHS, City Council, Local businesses
- Creation and promotion of funding opportunities that support and help communities to thrive
- Developed and Lead new initiatives that drive positives transformational change across the Voluntary sectors including but not limited too major and micro grant funding rounds and personal health budgets

BT Global 2018 to Nov 2020

Regional Sales Head – Europe (Global Wholesale Voice)

- Appointed as Head of Sales to lead on European Accounts and The Voice Trading Desk achieving the team target year on year which were in excess of £150m.
- Managed and supported a team of 5 Account Directors, driving all elements of new developments in the Wholesale Voice and Mobile marketplace
- Provided emphasis on driving sales pipeline which included new Logos and retentions of existing business. Month on month, year on year, delivering sustainable and profitable growth for BT, achieving exceptional results, in terms of revenue and margin target
- Onboarding of new business from start to finish including both technical and contractual elements.
- Delivered extensive support across the department, spanning multiple activities, including sales, marketing, financial forecasting and management, governance, contract issuing, billing and technical

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PROFESSIONAL EXPERIENCE CONTINUED

- Monitored and managed team performance, driving continuous improvements across people, processes and procedures, and setting individual / collective objectives
- Developed strategies for the Sales team, ensuring robust preparation for each region and each account, embedding specific objectives
- Formulated and maintained relationships with all key business stakeholders up to C-Suite level, in addition to developing and sustaining lucrative relationships with internal and external customers
- Collaborated with senior teams to drive change management across the business, including improved people frameworks, seamless location moves and salary reviews
- Engaged with Marketing to support industry event management and business representation, organising key attendees, supporting branding ideation and building customer networking to strengthen BT brand
- Awarded place on BT's Tech Women Programme 2018/19; a valuable course designed to develop and accelerate the skills of talented females in the workplace to reach executive level

BT Global 2003 to 2018

Voice Account Manager

- Transitioned to this role to drive new developments in the Wholesale Voice and Mobile marketplace, maintaining knowledge of the Global Whole Voice Market and reporting upwards
- Steered pipeline and prospect reporting, developing Key Tier One customer relationships (value of c.£25m) across Asia Pacific, Europe and MEA region
- Ensured strategic and focused buying activities to source lowest cost base for the retail voice business, leading growth to Global Service voice revenues, whilst maintaining at least 4% margin for the business

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EARLIER PROFESSIONAL EXPERIENCE

Channel Manager, Concert (BT), 2000 to 2003

Modern Apprenticeship Scheme – International Customer Service Centre, BT, 1997 to 2000

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POSITIONS OF RESPONSIBILITY

Mentor, Girls Talk STEM Programme 2020 | Girl Guide Leader | Macmillan Fundraiser raising +£16k | Chairman & Trustee Feering Community Centre

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QUALIFICATIONS & PROFESSIONAL DEVELOPMENT

HNC in Business Studies, Barking College | GNVQ Advanced in Business Studies, Braintree College

Courses & Training

Mental health first aid | Create Value Sales | Advanced Selling Skills | Dementia Awareness

Image Management | Product Courses | Web-Based Courses | ACFE

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ADDITIONAL INFORMATION

IT Skills Microsoft Office Suite | Salesforce | Ascade | CSG | Oracle | Teams | Workplace  
Other Full clean UK Driving Licence and access to own vehicle

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