

## **Daisy May Smith**

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Results focused and commercially orientated director. An accomplished strategic planner and creative problem solver. Well developed relationship management skills and innovative communicator. Thrives on leading teams to meet today's challenging objectives and also develop new solutions to achieve future performance measures.

### **Key Achievements**

**Strategic planning** – restructured operating profit of business, increases from both client and supply sectors. Established supplier strategy that raised service delivery standards and income for 2003/4 to £1.7m. A key element was developing and implementing a new nationwide service, generating over £1m gross margin. It is now the most profitable area on an income per head basis.

**Customer relationship management** – Developed customer/supplier strategy based on clear understanding of their needs and meeting them. Resulted in achieving top position in independently assessed CSI since 1998, (3 times in 5 years - midas).

**Cost management** – Negotiated industry leading terms with key suppliers resulting in 30% reduction in operating costs to levels below those in 1998.

**Supply chain management** – Introduced innovative processing methods, linking customers and suppliers, delivering 50% productivity gain along with improving customer service and satisfaction.

**Team leadership** – Embraced latest techniques that facilitated a caring, coaching management style, developed a more competent, focused, empowered and enabled team: improving skills, competencies and confidence that helped people reach individual and collective targets.

### **CAREER SUMMARY**

#### **EKNOTECH MANAGEMENT SOLUTIONS**

Employs 150 staff in Woodbridge and Leiston. Turnover was £95m in last financial year with an operating profit of £6.1m. Parent company is Panasonic (UK) plc, part of the global Panasonic group.

#### **Operations Director**

**2001 – to date**

Board director, leading multi-site team of 102 support staff. Responsible for efficient and effective delivery of multiple services to 2,000 corporate/retail customers.

- Increased turnover from £11m to £95m and profit from £0.3m to £6.1m in 6 years.
- Established new business from concept to fully developed service that delivered £1m gross profit, 16% of total profit line.

- Developed customer service strategy introducing key performance indicators that produced industry-leading service performance in last 6 years.
- Generated £11m new business volume through developing tailored solution that saved client £1m per annum in operating costs.
- Developed supply chain and network strategy that improved service levels by 25%, increased operating profit by 25% and reduced operating costs by 10%.

## **GOLDEN LEASING SERVICES**

**1991 - 2001**

Employs 1,000 staff in various locations across the U.K. Owned by HSBC, world largest banking group.

### **Client Services Director**

**1998 – 2001**

Member of senior management group, leading a multi-site team of 200, responsible for sales, CRM and the process delivery of a range of services to over 2,000 corporate clients.

- Developed and implemented account management strategy, which halted the loss of customers and business volumes.
- Built and developed strong relationships with key customers to support total relationship management strategy.
- Restructured operational services resulting in increased customer satisfaction.
- Increased business volumes, from new and existing clients which exceeded targets by 12%
- Maintained cost base whilst improving revenue by 15%
- Introduced computer based reporting and data exchange with customers which increased productivity by 5%.

### **General Manager**

**1994 – 1998**

Leading a team responsible for handling over 25,000 transactions per year with a value of £450m.

- Redesigned control and audit processes (that met internal and external auditors approval) whilst improving cost per transaction by 10%.
- Relationship manager of key supplier/customer - saved customer £1m per annum on costs and increased Golden Leasing profitability by £0.5m
- Negotiated terms and conditions with key suppliers that were consistently benchmarked by independent analysts in the top 3 in the industry.
- Developed supplier quality programs to evaluate and improve customer service, increasing satisfaction by 15%, as measured by customer satisfaction surveys.

### **Client Liaison Manager**

**1992 – 1994**

Leading team of 50 support staff responsible for delivering nationwide services to 400,000 end-users, through 11,000 corporate clients.

- Delivered services to clients within agreed SLAs and improved customer satisfaction 5% year on year.
- Achieved above target results in operational management of customers.

### **Head of Sales, East of England**

**1989 – 1992**

Leading a field based sales team of 10 responsible for generating new business revenue.

- Exceeded targets of divisional new sales.

- Singing major corporate clients eg Apple, Siemens, Esso and Guinness

### **Sales Executive**

**1986 – 1989**

Responsible for new business sales targets within East of England

- Exceeded sales targets – was top performer in 1988/89

### **PROFESSIONAL MEMBERSHIPS**

Institute of Directors, ADFGT committee member

### **TRAINING COURSES ATTENDED**

- Handling the media (2009)
- Facilitator training (2003)
- Presentation skills (2007)
- Management skills program (ABC, 1999)

### **INTERESTS**

Director of Norwich Falcons RFC, First edition collecting, Classic motor cycles.