

# Matt Craven

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## Executive Summary:

An entrepreneurial Business Leader with a track record of establishing businesses from start-up. Areas of expertise include: recruiting and managing high performing teams across operations, sales, marketing, IT and customer services; creating innovative business strategy and commercial models to exploit opportunities in new and existing markets; superior sales abilities with the gravitas to operate at CXO level; and strong supplier management skills. Seeking a COO position with a dynamic SME organisation looking for growth or business transformation.

## Career Highlights:

- In 2005, personally identified an opportunity to establish a Career Consultancy business specialising in professional CV writing and interview coaching. Researched market; created website with innovative technology to facilitate strategic partnerships; defined commercial model; recruited Operations Director, Sales Team, Marketing Manager, CV Writers and Career Coaches; designed operational processes; and engaged 3<sup>rd</sup> party service providers. Succeeded in creating a highly profitable business with an £xxxk turnover within 5 years.
- 123 Plc (leading specialist recruitment business) identified an opportunity to expand into the Compliance sector. As Senior Manager, selected to lead this initiative. Researched market; cultivated relationships with leading banks; recruited cross-divisional team; oversaw a team of 12 Recruiters (across 2 divisions); created sales proposition and brand identity; and expanded service portfolio to exploit new markets. Led the growth of 123's Compliance division which became a market leading player with a turnover in excess of £xxx p/a.
- ERACS acquired an unprofitable competitor in the South of England. Appointed Operations Manager to re-brand the business, embed the ERAS business model and drive profitability. Performed top-to-bottom review of business; exited underperforming staff; recruited new team; trained new and existing staff; oversaw office refurbishment; introduced radical changes to commercial model (7 day p/w operation); and led business development activity. Succeeded in re-branding the business and achieving profitability within 6 months.

## Career History:

### November 2005 to date: The CVIA Group: Managing Director

The CVIA Group is one of the UK's leading Career Consultancy companies that provides a wide range of services across CV writing, interview coaching, outplacement, training and executive coaching.

- As Managing Director, responsible for defining the company's commercial model across two key brands and defining overall business strategy to maximise revenue, profit and growth.
- Lead a multi-disciplinary team which includes: Operations Director, Marketing Manager, two Sales Executives and a team of CV Writers and Career Coaches.
- Oversee all HR considerations across employment law, recruitment, training, performance management, resource planning and succession planning.
- Oversee all financial arrangements including relationships with banks and investors to ensure the company has adequate cashflow to achieve aggressive growth targets.
- Lead the definition of product / service roadmap, develop pricing structure and create entry-to-market strategy for new products and services.
- Establish technology roadmap and online marketing strategy to support the development of existing and new products / services.
- On an ongoing basis, develop and execute communication strategy to embed cultural change across the business to create a more business improvement / performance orientated culture.