

Matt Craven

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Professional Summary:

An experienced Business Consultant with a track record of establishing businesses from start-up. Areas of expertise include: providing consultancy services to SMEs at start-up stage or looking for business transformation; assisting organisations to assemble and manage high performing teams across operations, sales, marketing, IT and customer services; a deep knowledge of sales and marketing at both a strategic and tactical level; and the ability to create effective operational infrastructure to facilitate commercial delivery of products and services. Seeking consultancy roles.

Key Skills:

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| <ul style="list-style-type: none">▪ Customer Acquisition & Retention▪ Commercial Strategy Development▪ Recruitment Strategy Development▪ Sales Training▪ Process Re-engineering▪ Business Development | <ul style="list-style-type: none">▪ Business Plan Formulation▪ Infrastructure Design & Development▪ Marketing Strategy▪ New Product Development▪ Service Delivery▪ People Management |
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Project Portfolio:

VirtualPT: Business Start-up: Interim Managing Director (18 months)

- Bodytalk PT identified an opportunity to establish a Virtual Personal Training business via live webcam (VirtualPT). Engaged as Interim MD to drive this initiative forward. Researched market and available technologies; created website with innovative functionality to facilitate service delivery; defined commercial model; recruited team of Personal Trainers; designed operational processes; and engaged 3rd party service providers. Succeeded in creating a commercial infrastructure which will facilitate the launch of the business in 2010.

ABC Investment Bank: Recruitment Strategy Development: Strategic Consultant (6 months)

- ABC were failing to attract sufficient talent to their Finance Team to support ongoing business needs. Engaged on a Consultancy basis to create a robust recruitment strategy. Engaged with key stakeholders at executive level; defined headcount forecast; assessed hot skills and talent gaps; researched international markets; engaged with recruitment partners and led a formal tender process for international recruitment; and ran a number of tailored recruitment events. This strategy was subsequently adopted, allowing the team to grow by xx% in 2007.

123 Plc: Business Start-up: Interim Manager (24 months)

- 123 Plc (leading specialist recruitment business) identified an opportunity to expand into the Compliance sector. Engaged as interim Manager to kick-start 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.

ERAS: Business Transformation: Business Consultant (6 months)

- ERAS acquired an unprofitable competitor in the South of England. Appointed on a consultancy basis to re-brand the business, embed the ERAS business model and drive profitability. Performed complete 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.