

Matthew Rose

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An ambitious and goal orientated individual with an extensive portfolio of skills and achievements obtained through 13 years experience as an Executive Director of a Limited Company.

- Winner of the 2018 Queens Award for Enterprise for Innovation.
- Winner of the 2014 Queens Award for Enterprise for International Trade having grown my Company's International Business from 13% to 41% of total turnover in 3 years.
- Experienced in the creation and implementation of Business and Strategic Growth plans, which have generated a total of £880k investment.
- Commercially astute having managed the promotion of core products and grown the business internationally by establishing a global network of sales channels.
- Skilled and qualified in product/project management with solid experience of managing the entire product life cycle from conception through to market maturity.
- Managed the entire process of establishing off-shore manufacturing, reducing manufacturing costs by 53%.
- Excellent interpersonal skills, leading to strong working relationships both internally and externally including working internationally and at Board level with multinationals including Volvo, Iveco and Mercedes.
- Established numerous commercial relationships including Joint Ventures, Distributor and Agency agreements.
- A strong understanding of sales and marketing concepts having designed and managed Strategic Marketing Campaigns both direct to End Users and alongside International Distributors/Resellers.

1. Employment History.

Manufacturer and supplier of Commercial Vehicle Security products, Lancashire, UK.

September 2005 - Present

Employed by the UK's leading specialist fuel security solutions supplier who are also active in 50 territories across the world and have a substantial number of blue-chip multi-national clients.

June 2010 to present: Executive Director.

Significant Achievements:

- Double Winner of the Queen's Award for Enterprise in 2014 and 2018 respectively.
- Increased turnover by 30%+ and increased net profit in 4 of the last 5 financial years.
- Secured two separate rounds of external investment (totalling £880k) to support the company's growth strategy.
- Reduced manufacturing costs by 53% by establishing production offshoring and managed the subsequent transition of product lines to the new locations.
- Established 2 Joint Venture Companies providing market penetration in 2 different continents.
- Won major European supply contracts with 2 of the World's Top 5 leading Truck Manufacturers.
- Won 2 global supply contracts with leading Truck Manufacturers in the USA and East Africa respectively
- Established and developed a substantial overseas distributor network consisting of over 50 territories. This international growth grew from 0% to contributing 53% of total turnover in just 4 years.

Principal Responsibilities:

Strategy

- Produced business and strategy plans to guide the growth of the company.
- Grew the company internationally by:
 - Working extensively with DIT and overseas Embassies to plan overseas market exploration visits.
 - Identifying and visiting potential new markets and distributors most suitable for investment.
 - Agreeing supply contracts with Distributors.
- Managing intellectual property portfolio, ensuring patents are granted and extended internationally.
- Producing monthly updates and quarterly Board Reports.
- Creating internal departmental strategy plans for the continual growth of the business.

Finance

- Forecasting sales and establishing departmental budgets for each financial quarter.
- Production of a comprehensive Business Plan to raise finance for further growth.
- Monitor monthly financial reports – both Profit & Loss and Balance Sheet.

Sales & Marketing

- Management of contracts with 4 leading Truck Manufacturers that collectively contribute 36% of turnover.
- Management and expansion of the company's network of international distributors.
- Undertaking successful sales pitches to Directors at multi-national organisations and Truck Manufacturers.

Product Development

- Led the development of a new product range launched in 2018, managing all testing, design changes and costings working with technical department and external manufacturers.

People Management

- Managing a team of 14 – conducting quarterly appraisals and chairing weekly team and departmental meetings.

Procurement & Contract Management

- Sourcing and managing suppliers to ensure highest standards and best levels of service are achieved.
- Creation of contracts and trade agreements.

June 2008 to June 2010: Marketing Director

Principal Achievements & Responsibilities: see below.

September 2005 to June 2008: Marketing Manager**Significant Achievements:**

- Increased turnover by 31% and converted a 3% net loss into a 9% net profit in fiscal year 2006/2007.
- Increased product enquiries per month by 64%.
- Created a new sales channel that generated 10% of turnover 12 months after it was established.
- Achieved a sales conversion rate of 62% after taking responsibility for 56% of all sales enquiries.

Principal Responsibilities:

- Identification of new marketing opportunities and development of a strategy to realise these opportunities.
- Management of the marketing team, consisting of three people.
- Overall, day-to-day responsibility for core marketing tasks, specifically:
 - Managing product advertising and associated budgets (budget equated to 5% of total turnover).
 - Creation of concepts and designs for marketing material.
 - Creation and publication of regular Public Relations articles in leading Industry publications.
 - Writing monthly communications distributed to the sales database.
 - Regularly updating company website and ensuring the site appears at the top of search engine rankings.
- Conducting sales presentations to prospective customers and resellers.

May 2005 to August 2005: Management Consultant Internship (Placement during Msc)

- Analysis of existing marketing strategy and production of a detailed 12-month marketing plan to be employed.
- Managing Director's satisfaction with the project resulted in my employment with the company (see above).

2. Education & Professional Qualifications.

Sept. 2004 – Aug 2005: **Lancaster University.** MSc in Management. Attained grade: 68%
Principal modules included: *Finance, Economics, Operations Management, E-Business, Marketing, Accounting, Organisational Change.*

Sept. 2000 – June 2003: **University of Sheffield.** BA(HONS) in History. Attained grade: 2.1.

Sept. 1998 - June 2000: **Colchester VI Form College** - A-Levels: (1 A; 3 B's).

Sept. 1993 - June 1998: **East Bergholt High School** - GCSE examinations: (1 A*; 7 A's; 1B).

November 2012: Managing Successful Programmes (MSP) – Registered Practitioner

March 2013: Prince2 – Registered Practitioner

July 2014: Awarded Member of the Chartered Institute of Marketing (MCIM) status.

3. Other Professional Positions Held.

November 2014 – to date: DIT Export Champion.

Jan. 2012 – Dec. 2014: NW Lancashire Chamber of Commerce – New Business Mentor.

4. Recent Awards.

April 2018: WINNER: Queen's Award for Enterprise in Innovation – the highest business honour bestowed on UK companies.

April 2014: WINNER: Queen's Award for Enterprise in International Trade.

November 2014: WINNER: North West Automotive Alliance Awards – Company of the Year.

WINNER: North West Automotive Alliance Awards – International Trade Award.

5. Principal Hobbies.

- Playing the Guitar in my band & songwriting.
- Cricket – Attending England test matches both at home and abroad.
- Football – playing and watching. Currently 83% through my ambition to visit all 92 league football grounds.
- Regularly compete in 5k & 10k races.
- Vinyl record collecting.

6. Referees.

Available on request.