

## Biography



Jim is a highly motivated individual now specialising in Coaching, mentoring and advising business leaders in the Information Technology sector to help them to implement strategies for rapid growth. He has a demonstrable record of success as a senior executive in sales, marketing and business development roles. He displays considerable strengths across a wide range of personal and business skills. In particular he counts team building, strategic planning and implementing and driving sales success in diverse of business situations as key capabilities.

Jim is an excellent communicator and negotiator who enjoys building strong relationships with colleagues, business partners and customers alike and using these relationships to drive success and business growth. This has enabled him to achieve considerable success in building and operating partnerships and third party sales channels in a various business situations.

Jim has many years' experience in the IT and Telecommunications Industries includes technical roles in programming, systems analysis and project management in the early years of his career with software houses, large vendors and in corporate IT departments. Jim then spent over 15 years working for Cable and Wireless PLC in increasingly senior sales and marketing roles culminating in national and international business development, sales and marketing responsibilities as a director.

## Current

Now working with Transmentum, Jim is engaged in a number of client assignments working with a range of established IT services companies to help them meet the challenge of transforming to meet the needs of 21<sup>st</sup> Century customers. In particular this is focussed on helping the business leaders to develop and implement new strategic plans and go to market models. This work includes; channel strategy, strategic partnerships, product positioning, resource planning and recruitment of key Sales and Marketing personnel.

**What he does**     *Increase sales and reduce operating costs*

## Why he is different

During his extensive career, Jim has developed a unique process and a set of tools that enable him to help clients to navigate through the difficult and complex process of analysing the position of a business, understanding where it needs to go to and how to get there. His process then enables the business leader to create, communicate, implement and execute the resulting plans effectively with the support of his team.

Jims hands on experience and strong communications skills supported by his abilities as a coach and mentor support this process very effectively and ensure that the client has the maximum chance of success.

## Professional Affiliations

- Registered and approved Growth Coach for Growth Accelerator