

Paul Fileman



On graduating in 1980, Paul joined Plessey as a telecommunications electronics design engineer – working on telephone systems aimed at small and medium sized businesses. Specialising in international markets, Paul then progressed to product marketing. Running fire alarm company Gent's £7m international business, Paul led process improvements yielding 15% profit improvement. As Head of Marketing, Paul introduced changes leading to 50% reduction of services field sales headcount and improvements in acquisition of new service business. At Siemens, Paul led a team responsible for sales training and technical sales of Enterprise ICT. Having been heavily involved in the launching of major software releases of market leading products, Paul then led product management for call centre and messaging portfolios. In latter years, Paul joined a leading building control, energy management systems and security business. As Marketing Manager, Paul formalised and improved public relations planning leading to improvements in the level and influence of public relations cover.

Current

Specialising in B2B marketing and business strategy, Paul works with a variety of clients to improve proposition effectiveness and business governance together with marketing processes and delivery. Extensive work with managed services on an ongoing basis gives Paul a real understanding of how to create an effective proposition and then to create a marketing strategy and associated tactics that enable sales teams to be effective. He does this through a combination of hands-on project delivery and board mentoring. A skilled recruiter and team manager, Paul is able to apply his corporate experience effectively in fast moving client businesses.

What he does

Improve marketing and proposition effectiveness.
Improve business governance and Director effectiveness.

Why he is different

Paul balances an academic interest in the marketing of Managed Services and B2B products with the pragmatic ability to make a difference in reality. Paul is able to empathise with clients and to provide advice in the form of proven, workable solutions that make a positive difference to client businesses.

Professional Affiliations

- Chartered Marketer, Member of the Chartered Institute of Marketing (CIM)
- Chartered Engineer, Member of the Institute of Engineering Technology (IET)
- Approved East Midlands Business Champion
- Vice President, Loughborough Chamber of Trade & Commerce (former President)
- Vice Chairman, Rushcliffe Business Partnership

Contact Details

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