

## Biography



**STEVE POTTS** MOC is a progressive experienced Sales Executive, committed to utilising his experience of managing rapid growth and innovation to assist other businesses and organisations to maximise their potential. The consultant has over thirty years experience, sixteen as a Board Director for a manufacturer accountable for managing resellers, direct sales and major accounts. He has an enviable record of delivering profitable growth year on year, managing innovation, sales strategy, integrated marketing campaigns, service delivery and service assurance. Steve has held senior position in several international companies including Cable & Wireless where he was accountable for building from scratch a sales team to sell managed services to a wide range of market sectors. International experience includes managing the deployment of a range of managed services across Europe for both COLT & VIA Networks a global Internet service provider.

## Current

He has, as a Business Consultant delivered consistently significant results, providing mentoring to business owners and management teams and managing post acquisition integration for FTSE 250 companies. The consultant is an experienced Interim Manager, with strong leadership and motivational skills. An effective recruiter and team builder with a mature network of professional contacts. As an approved PERA high growth coach Steve has helped several IT vendors to achieve 20% growth year on year and assisted with the transition from break fix to full becoming a successful managed service provider.

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

## Why he is different

Unlike many business consultants Steve listens to a clients needs, provides advice in plain English and is committed to delivering simple, practical and effective solutions to meet his client's requirements.

## Professional Affiliations

- Member of the Institute of Directors (IoD)
- Member of the local committee for the Institute of Consulting (IoC)
- Approved PERA High Growth Coach
- Approved consultant for the Manufacturing Advisory Service (MAS)
- Council Member of the Nottingham City Business Club

## For Steve Potts MIBC – Business Advisor

### **2011 John Banbury Chairman of the Banbury Innovations £13m turnover Construction Group**

"Steve is a very professional and conscientious person. He delivered good results, on time and to budget and I would recommend him to anyone else considering using his skills and experience."

### **2010 Arthur Stoller Search engine marketer**

"Steve has added greatly to my company's sales technique. Having suggestions from him based on his experience has given us a great boost and I would greatly recommend him to others needing an improvement in their sales techniques." Top qualities: Personable, Expert, Good Value

### **2010 Richard Banks Solutions Manager Pearson Group FTSE 150**

"Steve is a highly personable and conscientious person to work with, and he left a good impression with everyone he came into contact with. He delivered good results, on time and to budget and I would recommend him to anyone else considering using his skills and abilities." Top Qualities: Personable, High Integrity, Creative

**2009 Nick Callaghan MD As the Managing Director of Opal Solutions a FT250 subsidiary**, I recruited Steve to offer a range of programs including skill set audits, planning and implementing the merger of operations departments following an acquisition, temporary management of a support department, mentoring and development of new middle management appointments. Steve was an excellent resource as he drove projects forward to exacting deadlines, dismantling objections constructively and ensuring dialogue with all stakeholders. I would have no hesitation in recommending or using Steve in the future, having worked with him both personally and as a peer on a previous project.

**2008 Andy Hedges Chief Operating Officer, Telstra Europe 2002-2007 Responsible for Product Management & Development, Marketing, Commercial Management** "Steve Potts provided interim senior management support for Telstra Europe over an extended period. He had to map disparate systems, processes and teams to decide the most appropriate way for Telstra to manage its product range from "order to cash". This involved liaising with senior managers and working level operators across all disciplines. The role included going live with new products using the new process as well as deleting old products. He is an extremely capable manager; capable of communicating at all levels. He gets the job done, on time and within budget. I would not hesitate to recommend him".

### **2007 The Sales & Marketing Director of COLT Managed Services FTSE 250 said:-**

"A previous team within the organisation had launched a managed service with limited and patchy results, so enthusing our colleagues across Europe and convincing them to invest time repeating this process to launch a new capability based on the latest technology was a real challenge. Steve's experience of launching a similar service across European geographies proved invaluable, shortening timescales to launch by leveraging that experience, avoiding the pitfalls of the previous launch, this really helped us to build credibility with our colleagues across Europe".

### **2009 Joan Smalley Assistant Head and project leader said:-**

The evaluation of our project was carried out efficiently, on time and on budget. Andante were extremely thorough and professional in their approach to the evaluation ensuring that we had complied with all requirements of the funder.