

Contact

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Top Skills

Business Strategy, Leadership & Vision

Electric vehicle and hybrid experience

Operational Leadership (Dealer Networks)

Simon Park

Director at TALIS CONSULTING LIMITED | Leading Medical Legal Experts in Neuropsychology
London, England, United Kingdom

Summary

Business Director with proven sales, marketing, commercial and operational leadership experience within the engineering, automotive and transport sectors. Experience of stabilising, developing and growing £250m + businesses across the UK, EMEA and emerging markets through distribution channels, joint ventures, OEM relationships and product development. Value added Executive Director and Non-Executive Director experience, plus knowledge and experience of designing and bringing to market alternative fuel technologies, electric and hybrid vehicles.

Experience

TALIS CONSULTING LIMITED

Director/ Owner

September 2021 - Present (3 years 2 months)

London Area, United Kingdom

Medical Legal experts in Clinical Neuropsychology. Capacity Assessment and ASD Assessment.

PACE Networks

Director

July 2017 - December 2022 (5 years 6 months)

Northleach Glos

PACE Networks provide a portfolio of low and high voltage electrical equipment to the Power Transmission, Power Distribution and Railway Electrification markets for the UK & Ireland - core products include composite HTV Silicone Insulators and Aluminium Cantilevers.

- Power Insulators & Connectors
- High & Low Voltage Equipment

We partner with leading UK and European manufacturers to deliver first class service and assured innovative products to the UK & Ireland rail and power industries.

Key manufacturing partners include: Bonomi Group, Rebosio, Morris Line Engineering (MLE), OMNIA, and Bonomi Eugenio.

A key aim for PACE Networks is to improve Whole Life Cost & Value for our customers - we understand the many areas of cost and value required.

Key achievements and responsibilities

- Delivering growth and robust product lifecycles for this high-voltage network provider for the rail industry
- Leading team with core purpose of developing and delivering a business transformation programme
- Working with multiple internal and external teams to gain product approvals and taking new products to market
- Defining sales and marketing strategies that maximise market penetration while delivering outstanding ROI
- Overseeing sales performance analysis of business and taking remedial action to address underperformance
- Overhauling business-critical functions, including revamp of sales and marketing teams and CRM systems
- Developing strategic partnerships that are geared for longevity and based on trust, honesty and mutual respect
- Continually measuring success of change programme and making enhancements to each improvement project
- Driving revenue growth by maximising brand awareness for Pace Networks in alignment with business plan . Business transformation from agency to distribution models
- Re-developing customer acquisition programmes to deliver ambitious targets and ward off tough competition

Group Lotus and Proton Cars UK

Director of Sales and Marketing/ Managing Director

January 1999 - 2017 (18 years)

Norwich and Bristol

Appointed as Sales and Marketing Director / Managing Director to lead the business across sales/marketing, commercial, financial and operations to stabilise company and develop future growth opportunities. Full P&L

leadership, sales and marketing for a leading automotive group. Dramatically improved sales performance (+60% year-on-year growth) and developed and launched a range of market-leading alternative fuel products. Served as Chair of SMMT Management Committee.

STRATEGY DEVELOPMENT & LEADERSHIP

- Conducted extensive strategic review of all business activities
- Leading UK & EMEA sales / marketing across multi-site networks
- Competition analysis, market research, segmentation and profiling
- Market development (exploring opportunities in new / emerging markets)
- Operational leadership (structures, planning, performance, controls)

SALES, MARKETING & BRANDING STRATEGY

- Brand Development, Product Propositions, Multi-Agency Campaigns
- Dealer Programmes (tactical brand, product and marketing campaigns)
- Designed / rolled-out CRM system (lead generation; sales conversions)
- Commercial strategy - pricing / margins (sales growth and profitability)

PROTON FINANCE LIMITED/ PROTON RETAIL LTD

Executive Director & Non-Executive Director

March 2002 - 2016 (14 years)

Bristol, United Kingdom

Appointed Executive Director responsible for operational leadership, sales networks and business development across within importer-owned retail dealerships across the UK. Added Non-Executive Director role for Proton Finance Limited (Joint Venture with Lloyds Banking Group PLC). Director responsible for three owned retail dealerships.

Vauxhall Motors Ltd

Regional Manager (Regional Business Management)

January 1996 - December 1998 (3 years)

Luton, United Kingdom

Regional Manager for a Vauxhall dealer network (17+ retail outlets). Led the 'Vauxhall Difference' dealer initiative focusing on developing dealer networks and channels to maximise sales opportunities directly impacting sales, revenues and profitability.

Horncastle Motors

General Manager (Multi-Franchise Motor Dealership)

January 1993 - 1996 (3 years)

Marske

Appointed General Manager; led day-to-day operations to achieved consistent sales growth

- Leadership, management and motivation of sales, technical and automotive technician teams

- Successfully achieved top-5 YK sales performance for a key OEM, Citroen (FY1994 & FY1995)

Milford Renault

General Manager (Motor Dealership)

1990 - 1993 (3 years)

Darlington, United Kingdom

General management of a franchise dealership. Led dealer programme to drive sales growth and develop new revenue streams.

PLACE PARTNERS LIMITED

Articled Chartered Accountant

1987 - 1989 (2 years)

East Grinstead

Article served Chartered Accountant role under the supervision of a practice partner. Managed client portfolio from diverse sectors. Gained excellent experience in the end-to-end preparation of management accounts, financial reporting, audit assignments and commentary (key actions/recommendations for clients).

Education

University of Portsmouth

Bachelor's degree (Honours), Economics · (1984 - 1987)

Financial Training (London)

Professional Exam (1), ACCA · (1988 - 1988)

Financial Training (London)

Graduate Conversion (ACCA), Chartered Accountancy · (1987 - 1988)