

## Julian Frank Butler

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### **KEY SKILLS:**

**An experienced Sales & Commercial Director able to define and control a structure to improve year on year performance. Prepared to take responsibility for his actions and the actions of others.**

- Implemented and controlled complete sales and marketing strategy for Shawcity, Eraser, Series 4 and Vermason.
- Increased Shawcitys' turnover from £ 950k TO £3.2m. Increased Erasers' turnover from £200K to £1m in five years. Increased Series 4 turnover from £ 150k to £950K in six years – increased profits eight fold in same period.
- Implemented full marketing plans across multiple platforms from blanket press releasing and advertising in the 80's to current email, strategic web banner marketing, e-commerce and SEO.
- Broadened and increased Shawcitys', Erasers' and Series 4s' product range to strengthen market position by negotiating exclusive dealerships from the global marketplace.

**A self-starter with a high degree of drive, energy and enthusiasm with the ability to sell at all levels and an entrepreneurial approach to developing new business.**

- Negotiated a Europe wide Distribution Contract for Shawcity with a major UK supplier in the Gas Detection industry now worth upwards of £2M p.a.
- Secured a 5 Year Supply Contract for Shawcity with the UK's largest oil refinery, a first for a distributor in a manufacturer driven environment.
- Implemented a 'sales-through-service' program where service engineers were trained to 'soft' sell additional products and services.
- Negotiated a major contract with the M.O.D. for both Eraser International and Shawcity.

**A productivity driven manager who strives to get more output from the same or less input. Believe in the implementation of new technologies to improve efficiency and have a positive attitude towards innovation from all levels.**

- Utilised full suite of marketing opportunities at Shawcity including e-commerce, web site redesign, web linking, Facebook, Twitter & LinkedIn to enhance SEO and increase web presence.
- Introduced a stock management program at Eraser that reduced stock holdings from £ 450K to £ 150K without effecting delivery times of product.
- Introduced one of the first commercially available MS-DOS based marketing databases (CRM) at Eraser and Series 4 as an integral sales tool. Started using the web as a sales based tool soon after its conception. Conversant with most major software packages including SAP and Microsoft suite of products.

**Have a commercial awareness encompassing a wide range of industries and technologies with the ability to grasp complex ideas quickly.**

- Acutely aware of both the UK and Global markets for both gas and environmental products.
- Career to date has encompassed both manufacturing and service industries across a broad range of products.
- Induction at Eraser was two weeks and then left to run the UK operation of this US based company as an autonomous operation.
- Have the technical skills to dismantle and maintain a wide range of machinery
- An Accountant qualified by experience with a good understanding of the balance sheet and associated current legislation.

**CAREER HISTORY:**

April 2015 – Present

Dara Solutions Ltd  
**Managing Director**

Business to Business Consultancy – Sales & Marketing Consultancy for companies looking for short term contract help in all aspects of their business or looking to place product into the UK Market – please see [www.darasolutions.co.uk](http://www.darasolutions.co.uk) for full details

Nov 2010– April 2015

Shawcity Limited  
**Sales Director**

Business to Business sales of Gas & VOC Detection Systems, Environmental, Health & Safety & Occupational Hygiene monitoring equipment to Chemical, Government, Military and Offshore / Onshore Industries

Nov 2004 –Nov 2010

Shawcity Limited  
**National Sales Manager**

Business to Business sales of Gas & VOC Detection Systems, Environmental, Health & Safety & Occupational Hygiene monitoring equipment to Chemical, Government, Military and Offshore / Onshore Industries

Mar 1994 – Nov 2004

Series 4 Limited  
**Contracted Commercial Manager**

Business to Business sales of capital production equipment and consumables to the UK & European Electronics / Automotive / Computer / Rail / General manufacturing industries

Mar 1992 – Mar 1994

Vermason Limited  
**Commercial Manager**

Business to Business sales of ESD Products to the UK & European Electronics / Automotive / Computer / Rail / General manufacturing industries.

Feb 1990 – Mar 1992

Mainline Industries Ltd  
**Director & Commercial Manager**

Business to Business and Public sales of computer equipment, desktop publishing solutions, print and design

Nov 1985 – Feb 1990

Eraser International Ltd  
**UK General Manager**

Business to Business sales of capital production equipment to the UK Electronics / Automotive / Computer / Rail / General production industries

Sep 1980 – Nov 1985

Telemotive UK Limited  
**Marketing Manager**

Sep 1978 – Sep 1980

Accountancy Personnel  
**Temporary Accountant**

Feb 1978 – Sep 1979

G Sturt (Builders) Ltd  
**Company Secretary**

May 1975 – Feb 1978

British American Tobacco Co  
BAT (UK & Export) Ltd  
**Worked in all accounting functions****EDUCATION:**

Dorking County Grammar School  
Kingston Polytechnic  
Institute of Cost & Management  
Accountants (ICMA)  
NEBOSH

9 'O' Levels  
HNC in Business Studies

Parts A&B, 1, 2  
National General Certificate in Occupational  
Health & Safety (July 2006 Specification)

**PERSONAL DETAILS:**

Date of Birth  
Marital Status

27<sup>th</sup> November 1957  
Married with 2 girls 15 & 17 years



**PERSONAL STATEMENT:**

I took offered redundancy from Shawcity in 2015 and set up my own Consultancy Business. I have a multitude of skills and experience in customer facing roles and welcome any new challenge.