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Clive is a high-calibre sales and marketing expert with well developed leadership skills and a tenacious approach to growing profitable business across numerous sectors including FMCG, IT, Leisure, Media, Medical Aesthetics, Pharma and Education using expertise gained in blue-chip commercial departments and strategic consulting roles.

Having achieved success with the likes of Pepsi-Cola, Black Tower and Coors Extra Gold Clive went on to excel at marketing multiple leisure venues, premiership football, broadcast media, digital media platforms, photo-imaging, eCommerce, software and educational institutes. Clive also led the senior management team that developed, launched and operated the UK's most successful digitally improved consumer oriented photo-imaging service called "Colorama Smart Print" (based upon Agfa Dimax technology) which accelerated Kodak's exit from the consumer photo-imaging market. Launched specialist digital retail-marketing platform called Pharmacy Channel.

Clive currently delivers holistic business acceleration solutions to EMEA based organisations as an independent management consultant, creates web sites for clients, still and moving images for editorial content and is adept within the digital landscape; a rare skill set which positions Clive above the crowd of less well qualified consultants.

Achievements as an Independent Business Acceleration Specialist since 2010

Reviewed and redefined business development and customer service processes, CRM and branded marcomms for Zenith Cosmetic Clinics and Groupcall; resulting in vastly improved corporate and brand positioning as well as greater share of voice across both digital and traditional media channels in order to deliver increased leads, conversions and new business.

Provided insight and route to market data about the European HORECA sector for SCA's Away From Home Hygiene Division as well as the development and delivery of bespoke sales training and marketing tools for over 450 Pan European Account Managers that included a series of broadcast HD quality digital video movies. Reporting to European Director Business Processes, the end result was the creation of "The European Hospitality Approach" which provided a completely new platform for business development which supported growth and a significant increase in market share.

Re-engineered Twin Group International's management structure resulting in i) separate Strategic Business Units supported by Central Service Providers, ii) a revitalised business development ethos and iii) the adoption of Sage Act CRM system across Sales, Marketing, Group Travel and Admissions. Also directed a highly targeted six week cold call sales campaign that resulted in over £450,000 worth of incremental summer school business.

Reviewed the profitable yet endangered EFL Work Placement Product (new immigration laws) and then facilitated an exit from this product and successful entry into the UK Active Leisure Products for Harrow House International Colleges, as well as re-engineering Marketing, CRM, Admissions and Business Development to become more effective and target responsive.

Whilst Colorama Pharmaceuticals was being acquired by B&S Healthcare, Clive mapped the many complex processes required to drive a state-of-the-art online robotic system designed to pack, dispatch and invoice pre-ordered prescription drugs and OTC medicines to thousands of Retail Pharmacists and then trained staff to efficiently operate the system.

Provided marcomms services for www.dickiesstores.co.uk including web design, web content, SEO and HD Imaging.

Produced a series of HD movies of Heathrow Airport (with full security clearance) for Travel Video Technologies USA and published various web sites, blogs and photo-imaging content for travel writers including own site: www.captainimages.com

Provided sales acceleration services including training, mentoring and CRM adoption for Netcure Data Security in Dubai that increased revenues, improved management of the sales force and facilitated better forecasting and cost reduction.

Coached Laurent Perrier Account Managers about how to use Social Media to generate consumer demand and coached four partners of a highly respected City based M&A Consultancy to clarify, agree and articulate long term aims including a clear strategy for business development, client engagement, systematic sales process and succession planning.

Career achievements within FMCG, Sports, Leisure, Pharmacy and Broadcast Media

Sales and Marketing Director Colorama Pharmaceutical & Photo-Imaging Group **June 1997-March 2010**

Board level appointment accountable for driving change & improving profitability. Created and executed long-term integrated business multi-channel development strategies (encompassing general, marketing and sales management) over an 8 year period that reversed declining volumes, revenues and margins against a backdrop of fierce competition from Kodak as well as management upheaval at strategic partners Agfa UK. Clive personally negotiated key contracts with Boots Alliance plc, Co-Op, Johnsons, Nu-Care, Wildings and specialist buying groups that locked out competition, secured over 1000 outlets and increased profitability by 27% in 2008. Instrumental in the launch of O'Neill's Pharmaceuticals Ltd. into Ireland. Conceived, launched and established the UK's most successful digitally improved photo-imaging brand called Colorama Smart Print (based upon Agfa Dimax digital technology) whilst also rationalising three weaker brands that reduced process variables, physical stocks/costs and increased average income per order from below £2:50 to over £3:00 in two years.

Re-engineered outdated inbound complaints department into a state of the art Customer Service Centre able to successfully handle complex customer inquiries as well as selling over 80% of wholesale turnover from a zero base within two years.

Clive initiated an integrated "gain and retain" strategy that measured and managed error trends which improved operational standards and customer loyalty. Recruited, trained and directed a sales team that replaced over one million pounds worth of business by new account acquisition as well as developing existing accounts in under one financial year. Helped develop and then launched a new digital e-marketing platform for retail Pharmacists (Pharmacy Channel Plus).

Commercial Manager Ipswich Town Football Club **January 1995-April 1997**

Board level appointment accountable for all revenue other than player transfers. Generated record levels of revenue in spite of relegation from the Premiership (+33%) by creating and developing the "PUNCH" merchandising brand into one of the clubs largest revenue drivers. Clive modernised the clubs management systems including EPOS, Lottery Tickets and online marketing as well as developing and implementing new club/brand identity and securing Greene King as main sponsors.

Divisional Marketing Manager First Leisure Corporation plc **August 1993-January 1995**

Board level appointment accountable for improving profitability, venue profile and visitor numbers. Defined and directed a two year strategy that reduced costs/increased revenue; net profit up from £9m to £11.2m. Lead the joint FLC plc and KPMG business process engineering team that reduced the established annual cost base of the Hotel and Resorts Division by over £500K whilst also improving brand value. Represented FLC plc on the powerful "North West Tourist Consortium" which generated record numbers of visitors and revenue across the region as a result of a heavy weight multi-media marketing/PR campaign. Re launched Blackpool Tower as well as producing the market research that identified the critical success factors for reproducing the Brannagan's Irish Bar retail concept as branded multiple venues across the UK.

Commercial Director Matthew Brown plc (Scottish & Newcastle Beer Company) **July 1991-May 1993**

Board level appointment accountable for improving profitability, beer brand development and driving change. Defined and directed a commercial strategy encompassing brand management, pricing, promotion, public relations, sponsorship (Blackburn Rover FC, St. Helens RFLC and Lancashire County Cricket Club), purchasing and new corporate identity that increased market share from 10.3% to 11.3%. Launched Coors Extra Gold, re-launched McEwan's Lager and Matthew Brown Ales. Clive achieved Marketing Quality Assurance (M.Q.A.) accreditation for the company to ISO9001 certification by developing "The Lion Standard" a total customer care package. Introduced mixed gas system into the NW beer region as a precursor for a successful national roll out to all Scottish & Newcastle plc beer wholesale companies.

Earlier career highlights include: i) the creation and execution of striking radio based promotions such as the Coca-Cola Road Show as **Client Services Manager** at Metro Radio Group plc, ii) the re-launch of Black Tower Wine and Stowells of Chelsea Wine Box as **Trade Marketing Manager** at Grant's of St James's and iii) the development and execution of powerful promotions for Pepsi-Cola featuring Michael Jackson as **Sales Promotion Manager** at Britvic Soft Drinks.

Qualifications/Courses/Interests

BA (Hons.) Communication Design, Finance for Directors, Systematic Approach to Work, Marketing Quality Assurance (to ISO 9001), Cost Improvement and TQ Auditing, Business Process Mapping and Re-engineering to ISO 9002. Advanced MS Office skills within digital and data led environments with ECDL IT Certification. A keen Google Web Academy Participant.

Personal interests include combining international travel with digital video-photography and web design/publishing. To see two examples of personal web sites check out www.captaimages.com and www.businessaccelerationspecialist.com