**Alan Senior**

**Regional Business Development Manager**

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**Profile**

A highly motivated and accomplished individual with a vast amount of experience of experience of Management in the private sector. I am a creative and inventive thinker, who craves a challenge and who is not afraid to work outside my comfort zone. I have an established ability to deliver growth, maximise opportunities & consistently exceed targets. I also have a solid background in management, B2B and able bring out the very best in others via strong interpersonal relationship skills. A major strength is my ability to maintain & grow key client relationships. I adhere strongly to the ethos of honesty, integrity & teamwork which has enabled me to gain the trust of my business customers & fellow staff members alike. I have a track record of ensuring ongoing improvement of audited customer service standards across the client base. Being pragmatic and result orientated, with a focus on results, I have a track record of achieving and exceeding the standards of performance set out for any projects. Astute and perceptive and takes ownership for delivery of tasks within challenging timescales showing exceptional administrative prowess. Results oriented and customer focused, organised with excellent relationship management skills. I want to develop my career further in a fast-moving environment and is currently looking for a suitable position with a company that values passion, positivity, integrity and hard work.

**Experience**

* High level of attention to detail to complete tasks ‘Right First Time, Every Time’
* Proven track record for delivering goals in a rapidly changing environment
* Strong time management skills and able to complete complex business critical tasks within pressurised timescales
* Adaptable and Commercially aware
* Managing Performance Levels
* Quality Standards
* Creative problem solving
* Analytical & Detail orientated
* Dealing with multiple clients
* Interpersonal Skills
* Relationship Management

**Career Overview**

**Gen 2 Engineering & Technology Training Ltd Nov 2007 till present**

**Regional Business Development Manager**

* Responsible for all business development & key account management in the North Cumbria & S W Scotland areas as well as the management & supervision of staff. Clients include major multinationals & SME’s
* Leading courageously and confronting problems; winning the respect and commitment of others by appropriately standing up for what I believe; making tough decisions despite ambiguity, supporting others who make difficult decisions, and following issues through to completion
* Involved in the setting of KPI’s, sales & financial targets. Identifying & delivering to all appropriate opportunities. Comprehending, interpreting & analysing figures. Taking necessary action to address any underperforming strategies
* Ensuring delivery & compliance are up to SFA & other regulatory bodies standards
* Implementing business & marketing plans for my area in line with company strategy
* Mediating & resolving disputes between customers or suppliers & the company
* Have been involved in the identification & acquisition of new regional Skills Centres
* Inspiring, training & motivating staff to further increase client satisfaction
* Identifying potentially innovative ideas & developing them into marketable propositions
* Increase turnover & gross profit by strengthening existing customer relationships & expanding into new disciplines
* Key member of the team that achieved Ofsted Grade 1 “Outstanding” status putting Gen 2 into the top 3% of training providers nationally
* Instrumental in the awarding & subsequent renewal of several major contracts including Sellafield (£25m) & Cumbria County Council (£8.2m)
* In 2012, together with John Stevenson MP I instigated & project managed the inaugural highly successful Carlisle Skills Fair which has now become an annual event & is the largest event of its kind in the region

**Group Fleet Sales Manager Jan 2006 – Nov 2007**

**Leasing Manager**

* Jointly employed by Chrysler UK & Border Cars Group to head up their corporate motor business for the region, liaising between businesses & the dealerships to increase sales of this brand to further maximise on national opportunities.
* Instigated a new start venture of an internet-based vehicle leasing company (Focus Vehicle Leasing) which traded profitably in its very first year & registered in excess of 1100 units.

**Group Corporate Sales Manager 1999 – Dec 2005**

* Starting initially as a Local Business Sales Executive I was ultimately responsible for all the Fleet & Corporate sales of BMW, Land Rover, Mini, Honda, Range Rover & Volvo across all the Lloyd Group sites.
* My remit was to increase the presence of all the different marques locally & nationally, giving the client a single point of contact for all the group products thereby simplifying queries & increasing sales.
* Whilst it was important to achieve volume into national fleets, it was equally important to increase penetration into local businesses as this created future after sales & workshop activity. The CSI figures generated were amongst the very highest in the UK

**Hotelier / MOD Fire Service 1977 – 1999**

* After gaining some invaluable experience with Allied Breweries I bought into a partnership in the 28-bedroom Kings Arms Hotel in Lockerbie with my parents, with me having principal responsibility for catering, functions, marketing & promotional activities.
* We increased both wet & dry revenue year on year by maximising the largely untapped potential of bar, dining & function rooms. As we now had 3 areas suitable for dining in addition to the functions, I developed 3 completely different high-quality menus – bistro, traditional bar meals & an a ’la carte restaurant.
* Whilst there was an initial local resistance to some of the new dishes, we persisted & in a little time we had attracted a new clientele which allowed us to firstly consolidate operations & then invest in facilities & equipment. Over a period of the next 4 years we invested even more by converting all the bedrooms to en-suite facilities, which combined with the successful dining areas, led to the awarding of 3 AA stars.
* In addition to my hotel duties I joined the local retained Fire Service & then later into the MOD Fire Service. I was qualified to the rank of Sub Officer & served in several countries including the Gulf states, Falkland Islands & Bosnia. I also provided long term cover in USA, Norway, Turkey & Canada.
* **I was commended by HM Queen Elizabeth II for my work at the Lockerbie Air Crash in 1988**

**Earlier Career**

* Allied Breweries, Trainee Public House Manager **1974 – 1977**
* Student at Harpur Hill Catering College, Buxton  **1972 – 1974**

**References available on request**