

CAREER DETAILS



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TIM WILKINS

Tim is a founding partner of Wilkins Consultancy, and an interim manager and principal consultant with over twenty five years experience. This includes sales, marketing, strategic business development, P&L management, business turnaround and recovery. He has worked with UK, US and European companies in the areas of:

- Sales and marketing management
- Strategic marketing, service planning and marketing implementation
- Pricing and competitive positioning
- Partner channel management
- Business process improvement
- Quality systems
- Small business development
- Systems development and service delivery management

As an interim manager of over ten years experience, Tim has worked with organisations such as:

- NHBC Services Marketing Manager for the National House-Building Council
- AMEC NNC Three year strategic plan for the UK's leading nuclear and defence engineering services company, including decommissioning and waste management services for the Nuclear Decommissioning Agency.
- Quillion Sales & Marketing Manager for an engineering software company needing business turnaround and recovery
- Ordnance Survey Portfolio review of the Digital Brands business
- CareerDemon.com Launch of an internet-based B2C psychometric testing and career guidance service
- Debis IT Services Three-year business plan for a SAP ASP in the automotive market
- NatWest Bank Internet and WAP credit/debit card payment services
- Shell Oil Pan-European database marketing
- ICI Sales and Marketing Manager. Launch of SAP implementation and support service businesses, including preparation of the business for acquisition by Origin, then the IT services business of Philips Electronics
- Origin Business development consultancy for ERP-based services in SAP, Baan and QAD products
- Industri-Matematik Strategic marketing consultancy for the UK and European marketing organisations of supply chain fulfilment and CRM products

Other clients include Radiodetection, Enfield Polymers, Smiths Industries, Dowty Aerospace, Rand Information Systems, Horizon NHS Trust. Previously, Tim was Associate Director and Marketing Manager of IT services company Data Logic, a subsidiary of Raytheon, Marketing Manager and Systems Development Manager for Control Data, and in technical IT roles from programming to project management for CAP (now part of ATOS Origin) and others.

With a degree in physics from Imperial College, London, Tim's first position was as a research assistant at C.E.R.N., the European Centre for Nuclear Research, Geneva, Switzerland.

Tim is a Member of the Institute of Interim Management.

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1992 -
and
1988 - 1989

WILKINS CONSULTANCY

Independent management consulting partnership

Specialising in interim management, marketing, IT and business development.

2007 - 2008

In addition to being the national standard-setting body and leading warranty provider for new homes, **NHBC** also supplies a wide range of services to housebuilders and the general construction industry. Wilkins Consultancy provided an interim manager to run the Services Marketing Department. This involved planning, implementing and assessing campaigns for:

- Health and safety services
- Technical and management training, and NVQs
- Energy rating and sustainability services
- Acoustic and air leakage testing
- Launch marketing campaigns for services in Home Information Packs (HIP), Energy Performance Certificates (EPC), Code for Sustainable Homes and Site Waste Management Plans, and the NHBC extranet for house-builder customers.

Activities included:

- Day-to-day management of the department
- Managing an extensive direct mail programme to builders
- E-marketing campaigns
- Copywriting and brochure development
- Working with an in-house design and production unit
- Writing and maintaining the services content on the NHBC website
- Working with the PR agency on releases, advertising and articles
- Advising on sales strategies and business development issues
- Developing the 2008/2009 services marketing strategy, and agreeing marketing plans and budgets with the businesses.

2006 - 2007

HOST UK brings together international students at universities and colleges in the UK with British residents who welcome students to their homes for a short visit and an experience of the culture and way of life in Britain. Wilkins Consultancy provided a Regional Organiser, managing host administration and student visits.

2006

In 2006 an engineering software and services company used Wilkins Consultancy in an interim management role in circumstances that must remain confidential.

2005

AMEC NNC, part of the AMEC engineering group, is the UK's leading supplier of nuclear engineering services. Wilkins Consultancy helped develop and produce the company's three-year strategic plan, covering markets such as:

- Engineering support for the UK's operational nuclear power stations
- Decommissioning and waste management services to Sellafield, UKAEA, the British Nuclear Group and the UK's Nuclear Decommissioning Agency
- Engineering services in nuclear and non-nuclear defence, including AWE
- Reactor R&D and new-build engineering consultancy in the UK and internationally
- Reactor engineering support, decommissioning and waste management services to Eastern Europe and Russia
- Radiological services to hospitals, universities and mineral extraction companies

2004 -2005

Wilkins Consultancy provided sales and marketing consultancy to **Metabula**, a start-up software company in the Enterprise Information Integration market.

2004

Radiodetection is one of the world's leading manufacturers of rugged electronic products for the location of underground cables and pipes, industrial inspection cameras and electronic fault-finding equipment. Wilkins Consultancy undertook a project looking at competitive positioning and pricing for the primary locator product range, recommending repricing, rebranding and the introduction of new products.

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- 2003 - 2004 The **Dal-Sterling Group** provides contract variation management services to engineering companies around the world. Wilkins Consultancy advised on strategic sales and marketing issues, and provided business development management.
- 2002-2003 **Quillion** was a software house with world-leading technology in model-based engineering asset information management, operating in the railway, oil and gas markets. Wilkins Consultancy provided an interim Sales & Marketing Manager to close critical contracts, build a prospect pipeline and generate revenue in a turnaround situation. In 9 months over £1M of business was sold and delivered, and a prospect pipeline built of over £3M. Activities included:
- Definition of the market and competitive positioning
 - Development of clear value propositions, and marketing messages
 - Review and revision of product pricing
 - Product launch, and the implementation of lead generation programmes
 - Development of prospects, win strategies and contract negotiations
 - Recruitment of a new sales team
- 2002 **United Response** is a charity supporting people with learning difficulties that had also set up a commercial business for their employment and had won a number of cleaning contracts at prestigious venues such as Manchester City Football Club, Leeds United Football Club, and the Lowry Centre. Wilkins Consultancy reviewed the this business, advised on potential new markets, and developed an outline business plan for a hotel cleaning business.
- 2001 **Ordnance Survey** is the UK's leading supplier of digital mapping data for uses such as geographic information systems (GIS), location-based services, telematics and global positioning systems (GPS). Wilkins Consultancy led a number of multi-disciplinary teams in undertaking a comprehensive review of the OS portfolio of digital brands, covering:
- Target market sectors and market share
 - Market drivers and needs
 - Development of value propositions
 - Product positioning
 - Competitor analysis
 - Channel review and partner channel development
 - Promotional messages and campaigns
 - Product development requirements
 - Product retirement strategies
 - 3-year P&L forecasts by product
- 2000 – 2001 Interim Marketing Manager – **CareerDemon.com**. Marketing strategy and marketing communications planning, launch programme management for a new web-based psychometric testing and career guidance service. Initially targeted at undergraduate students, the service was launched in March 2001 with test marketing at two Universities and a full launch to over 600,000 students at some 60 Universities.
- 2000 Business plan development and marketing planning for **debis**, at the time the IT services subsidiary of **DaimlerChrysler**:
- Product definition, proposition evaluation and development
 - Research into the potential UK market for a SAP ASP business specific to automotive component manufacturers
 - UK and US competitor analysis and positioning
 - Pricing structures
 - Test marketing
 - 3-year sales and P&L forecasts
 - Production of a business plan for approval by the German debis board.
- 2000 Interim Manager – Internet and WAP card payment services, **NatWest Bank**.

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- 1999 – 2000 Review of services, positioning and value propositions, development of the marketing strategy for **Clariant**, a knowledge management consultancy.
- 1999 Interim Database Marketing Manager for **Shell Europe Oil Products**. Responsible for creating a Pan-European database marketing operation capable of driving direct marketing programmes over 26 European countries.
- 1998 Interim Marketing Director of **Rand** Information Systems. Developed a three-year marketing plan for entry to services in data warehousing, call centres and electronic commerce. Also the definition of short term marketing programmes in systems re-engineering, migration and applications management.
- 1997 – 1998 **Industri-Matematik** is the Swedish-based supplier of supply-chain management and CRM software products. Worked with the UK subsidiary to review the product value propositions, competitor positioning, marketing messages and marketing programmes, and to undertake customer and prospect win/loss debriefs and competitor awareness reviews. This was extended to the production of the European Field Marketing plan and the definition and management of the UK pilot of IMI's world-wide marketing programme for "Beyond ERP", resulting in IMI being recognised as the global leader in their market.
- 1996 – 1998 Marketing management and consultancy services to **Origin UK**, including marketing planning and business development for several service businesses and vertical sector groups. These include the SAP, Baan and QAD implementation practices, the electronic commerce and millennium businesses and the ICI major account team.
- 1995 – 1996 **ICI Systems** was the IT systems business of ICI Plc. Provided interim sales and marketing management for the launch of the business in the non-ICI marketplace, managing a team located in Cheshire, Teesside and Rotterdam. This involved defining the target markets, service products and business positioning, designing and executing marketing programmes, and implementing professional commercial and sales processes. In addition, helped prepare ICI Systems for acquisition by **Philips Electronics**' IT services subsidiary **Origin**.
- 1994 – 1997 **Horizon NHS Trust** provided care to people with learning disabilities. Wilkins Consultancy developed the Trust's Information Systems Strategy and advised Horizon on strategic IT developments and contractual relationships with suppliers of IT services.
- 1992 – 1995 **Enfield Polymers** is a small company manufacturing treated fabric products such as shower curtains, roller blinds and vinyl-coated table cloths. Among a wide variety of projects undertaken in an interim management role were:
- ISO9002 registration. The design and implementation of the quality system, auditing and quality management.
- IT systems. Development, implementation and support of a sales and marketing system on a PC network. Procurement of hardware and external specialist services.
- Marketing. Review of marketing strategy to retail outlets and end-users. Design and implementation of marketing campaigns to retailers, distributors, large hotel chains, contract caterers and the NHS. Management of press relations and advertising.
- Other Wilkins Consultancy projects include:**
- Analysis and change management of the manual procedures for the spares business of **Dowty Aerospace**, and Business Process Analysis of the spares and repairs business of **Smiths Industries Aerospace Division**.

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1989 - 1992 **DATA LOGIC LTD.**

1991 - 1992 **Associate Director, Commerce and Finance Sector.**

Manager of an IT services business unit of 35 staff addressing the commerce and finance markets, e.g. Banking, insurance, building societies, retail, media, travel and leisure. Responsible for all aspects of the sector business including sales management, staff, production, planning and P&L management. Services covered consultancy and IT system development in open systems, networked PC systems and relational database systems.

1989 - 1991 **Marketing Manager**

Marketing for the Professional Services Division, and Corporate marketing services. Activities included: Production and implementation of the marketing plan, definition of service offerings, implementation of marketing programmes, customer satisfaction and market awareness research, business statistics and sales prospects analysis, selection and appointment of press agency, literature design and production

1987 - 1988 **TRIAD COMPUTING SYSTEMS LTD**

Business Manager - Aerospace Systems

Reporting to the Managing Director, management of a business unit responsible for IT systems development, sales, staff management and account management.

1985 - 1987 **NORTHGATE COMPUTER SERVICES LTD**

Senior Sales Executive. Reporting to the Sales and Marketing Director, responsible for:

- Sales of commercial software packages and development projects
- Major Account Management
- Production of marketing materials.

1978 - 1985 **CONTROL DATA LTD**

1984 - 1985 **Manager, Software Product Marketing**

1982 - 1984 **Marketing Manager, Applications & Professional Services**

1978 - 1982 **System Development Manager, Commercial Systems Department**

1973 - 1978 **TRIAD COMPUTING SYSTEMS LTD.** and

1970 - 1973 **CAP Ltd. (Now part of ATOS Origin)**

Programming, project management, consultancy, systems analysis and design of IT systems on mainframe and departmental computers.

1970 **C.E.R.N., Geneva, Switzerland**

Research assistant investigating high-energy nuclear particle interactions.

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Education : B.Sc., A.R.C.S., Physics, Imperial College, London.
Languages : Intermediate Arabic, Intermediate Spanish
Member of the Institute of Interim Management.