

ANDREW ORMISTON

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An accomplished and visionary MD and director with extensive expertise in transforming domestic and international businesses and not-for-profit organisations through technological innovation and strategic leadership.

INDEPENDENT CONSULTANT – UK and Australia

2012-present

Consultant/Interim

- Building a brand new virtual marketing agency, developing the business strategy and 5-year plan as well as leading the creation of all business systems, processes and structures.
- Led, as a non-executive director, the creation of the Australian market for an educational travel market-leader. Undertook full market analysis and supplied recommendations on full concept delivery that has subsequently been successfully implemented. Played key role in the company restructure and business development resulting in increased sales & profitability.
- Consulted for a variety of organisations, bringing expertise in strategic analysis, change management, organizational development, IT, operations and systems design achieved through close collaboration, commercial savvy and pragmatic hands-on delivery.

FARMING AND WILDLIFE ADVISORY GROUP - Stoneleigh, UK

2004-2011

Managing Director

- Led the radical transformation of a £5M environmental and conservation charity in crisis, turning a £300k deficit into £100k surplus in 2 years despite a progressive reduction in central government funding of £1M. Undertook a deep strategic analysis of the business, created a new vision and common goals, and built innovative income streams from training and advisory services.
- Implemented a total restructure of 130 staff across 75 locations. Brought in high performing talent, redeployed outstanding achievers into critical positions and reduced central headcount by 50% - all whilst improving morale amongst staff, volunteers and board trustees.
- Turned around and built vital trusted partnerships with DEFRA, environmental NGOs, the agriculture industry, trade bodies and Board of Trustees, gaining the support of the Secretary of State and other influential figures in the field.
- Undertook a radical overhaul of all central services including HR, finance, procurement, administration and IT to create a lean and efficient organisation with a cost base reduced by £400k. Introduced a Quality Management System, cloud based Project & Time Management and multi-site membership & admin systems into the organisation.

PGL GROUP - Ross on Wye, UK

1991-2004

IT Director

2001-2004

- Developed and delivered, as part of the Board of Directors, a 3 year business plan in preparation for sale of a £30M turnover direct-sell children's tour operator. This resulted in a highly successful MBO in 2005 for this market leader.
- Led all IT operations for the group of companies, encompassing 400+ distributed users. Developed a culture of strategic decision making based on high quality business analytics and in-depth understanding of human needs in relation to IT systems.
- Contracted and led a team of developers to create and implement a leading edge sales and reservations system. This radical innovation resulted in one of the industries' first 100% on-line booking systems for a direct-sell operation, increased sales by 27% and delivered cash flow and further operational efficiencies.
- Created significant competitive advantage and technical excellence through enhanced partnerships, the introduction of offshore software development in Mumbai and a maniacal focus on user insights and needs.

IT Manager

1994-2001

- Led £1M digital transformation for the business that ended the analogue era, identifying opportunities and creating industry-leading integrated solutions to transform communications, contracting, business intelligence, management information systems, database management, reservations and risk management. Liaised closely with the Chairman, Board of Directors and all departments to create true value and impact for the team and business.
- Networked 30 locations in domestic and overseas markets, bringing cost-savings and reduced processing times across the entire organisation. Reduced month-end financial consolidation from 6 weeks to real-time.
- Designed and developed the first company website, www.pgl.co.uk, working closely with the marketing team to bring a fresh and creative expression of the PGL brand to its customers and partners. Achieved over £1M of on-line direct revenue in first year.

Sales and Reservations Manager

1991-1994

- Delivered watersports holidays in France for over 1,000 customers with 100% occupancy and guest satisfaction. Promoted to Team Leader within 4 weeks, managing a team of 10 to deliver product excellence.
- Led and managed the reservations department of a 25,000 customer family camping operation delivering £3M in turnover. Rationalised all internal systems and implemented a computerised reservations system that resulted in elevated productivity and a 15% increase in sales.
- Led the complex integration of 3 computer systems of newly acquired businesses, creating the IT systems to deliver for an international £20M multi-product tour operator whilst reducing headcount. Built an IT department to deliver for the needs of a rapidly expanding business.

SIEMENS TELECOMMUNICATIONS – Liverpool, UK

1987-1989

Central Planning Manager

- Selected for Fast-Track Graduate Training Scheme after 12 months of BSc course that resulted in a permanent management position within 16 months.
- Planned leading-edge technical build, delivery and installation of international multi-million pound digital telephone exchanges that created the infrastructure for 21st century telecommunications.

EDUCATION

2002 – 2003 Loughborough Business School
Advanced course in Leadership and Strategic Planning

1986 – 87 Newcastle Polytechnic
BSc Electrical Engineering - (Year 1)

1984 – 86 Riversdale College, Liverpool
OND Microelectronics and Telecommunications

1978 – 84 Appleton Hall Grammar School, Cheshire
10 O'levels and 2 AO'levels

MEMBERSHIP

Institute of Directors
BBC Rural Affairs Committee