|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **KEITH MAPLE**  **e: keithmaple2@gmail.com m: 07867 536877** | | | | |
|  | | | | |
|  |  |  | | |
| **OVERVIEW** |  |  | | |
| ***Consistently delivering results, with a track record of business transformation, change and ‘project’ delivery coupled with marketing expertise***   * I have managed a variety of business change ‘projects’ in both national and global organisations that have been delivered on time and in full. These have ranged from full-scale business restructures, integrations and closures, preparing businesses for growth and moving them to be more customer centric. I have also managed and implemented new technology both internally and for customers. * I thrive on managing the ‘process’ of change, working across functions, pacifying stakeholders, and working with colleagues, customers and external suppliers to ultimately realise benefits. * Not afraid to leave my comfort zone, I have been ‘dropped’ into situations that require me to quickly get to the core of an issue, build relationships, solve problems and then **just get on with it.** | | | |
|  |  |  | |
| **THE EXPERIENCE** |  |  | | |
| **Oct 13 to Feb 16** **EXPERIAN MARKETING SERVICES (EMS) and DECISION ANALYTICS (EDA)**  **Programme and Project Manager - Digital**  *EMS provides data, customer insights and optimized marketing interactions through their cross channel marketing platform. EDA delivers credit solutions and decision algorithms*  **Key Responsibilities**   * **The business needed help**; attrition was high and growth low in a fast growing market. I was asked to undertake a comprehensive review of the sales and marketing approach, propositions (including their SaaS offering), operational readiness and the customer contact strategy and then determine and implement a proposition for change * I was asked to project manage the implementation of enterprise customer’s cross channel marketing platforms and also manage part of Experian’s change to a regulated business under the FCA | | | | |
| **Key Achievements**   * I managed the business restructuring and transformation project. This involved both significant organizational and process change .**In the following 12 months after restructure, the Net Promoter Score went from severely negative to healthily positive, revenue grew by 20% and attrition was reduced by 90%.**      * I successfully managed the implementation of marketing platforms for, among others, Microsoft and Arcadia; coordinating ISP, APIs, data flows and platform configuration, increasing deliverability and enriching customer data linking email, SMS, social and off line campaigns * I identified risks of consumer detriment (as part of FCA accreditation), developed a training and competency framework and managed the implementation of a new tranche of KPI’s and metrics and process change | | | | |
|  | | | | |
|  |  |  | | |
| **Oct 12 to Oct 13** **WINCANTON PLC – Interim Group Marketing and Communications Director** | | | | |
| *UK based company with 15,000 employees and revenues in excess of £1bn* | | | | |
| **Key Responsibilities**  I was responsible for managing the marketing and communications for the FTSE250 company. Part of the remit was to re-energise/transform the marketing team by structural change, new proposition delivery and rolling out new branding  **Key Achievements**   * I changed the marketing approach to focus on increasing share of wallet and generating new opportunities from new value propositions. I led the project to use market insight, segmentation and gap analysis to provide an improved prospect pool/pipeline * I managed targeted campaigns, consistent messaging and revised collateral to support lead generation. * I programme managed the delivery of events, PR and the Annual Report * I completed the project to embed the Wincanton rebrand with key internal and external audiences including “the City” | | | | |
| **Jan 08 to Oct 12** **DHL GLOBAL MAIL – Services and Marketing Director** | | | | |
| *DHL Global Mail is a £150m division of DHL and is primarily focused on the publishing sector and e-commerce* | | | | |
| **Key Responsibilities**   * The business required rationalising and transformation with inefficient operations and no focus on sales or marketing. I was given responsibility or the £20m services budget and 250 people across three sites   **Key Achievements**   * I managed and successfully implemented major change projects including the closure of sites, implementation of new technology, restructuring of the workforce and the move across to a new CRM system * Established a customer centric ethos based on extensive customer insight, using a comprehensive internal and external communications plan and the establishment of a customer call centre * I re-designed bid management and successfully won contracts with Amazon, Boden, and Lego * I stimulated 15% revenue growth through new product propositions and integrated campaign activity focused on the ‘new’ e-commerce sector | | | | |
|  |  | |  | |
| **May 07 to Jan 08** **SELF EMPLOYED CONSULTANT** | | | | |
| I completed a marketing and operational strategy for DHL for their services in London, and a product roadmap and on-line strategy for a ceiling speaker and high-end audio systems company. | | | | |
|  |  |  | | |
| **May 95 to Sep 06 (HAYS) DX SERVICES PLC – Services and Marketing Director** | | | | |
| *Provider of services, document outsourcing and technological solutions to 16,000 customers in the UK and Europe.* | | | | |
| **Key Responsibilities**  I had responsibility for 1200 staff including the delivery network and I was tasked with implementing a change programme to increase efficiency and stimulate new business  **Key Achievements**   * I led a cross functional team that developed, in conjunction with BT, a secure email system for the legal community * Awarded the Queens Award for Innovation 2004 for DX product development * Directed the integration of two businesses and the rationalization of infrastructure and staff to realize savings of £8m * I executed the successful PR and communications programme linked to the demerger of the company from Hays PLC * I successfully completed the DX rebrand project with associated increased awareness and recognition * I was responsible for the completion of strategic plans for eight business units * I changed the perception of the business from traditional to innovative in the lead up to the successful demerger of the company | | | | |
| **AND THE REST** |  |  | | |
|  | | | | |
| **Dec 90 to May 95 UPS LTD – Senior Consulting Manager** | | | | |
| Responsible for a team of internal consultants leading cross business change projects. These included reducing the cost of sale and refocusing sales activity through market analysis, productivity measurement and the introduction of new incentives. Also completed projects for customer services, marketing and finance | | | | |
|  |  |  | | |
| **Dec 88 to Sep 89 HJW (AUSTRALIA) – Economics consultancy** | | | | |
| Completed economic evaluations and marketing strategies for projects in Asia and Australasia | | | | |
| **Dec 87 to Dec 88 TPA (LONDON)** | | | | |
| Completed a range of strategy and marketing plans for developments in London | | | | |
|  |  |  | | |
|  |  |  | | |
| **EDUCATION** |  |  | | |
|  |  |  | | |
| **MBA CASS BUSINESS SCHOOL, LONDON** | | | | |
| **BA (Hons) Econ UNIVERSITY OF NEWCASTLE UPON TYNE** | | | | |
|  |  |  | | |
|  |  |  | | |