**David Simons**

Mobile: 07767 862549, E-mail: david.c.simons@btinternet.com

* Inspirational senior change leader with more than 20 years experience in blue chip organisations
  + Boots, Shop Direct Group, The Co-operative, Northgate Plc
* Progressed through Commercial and Marketing management to transformational Change Leadership roles
* Highly successful track record in strategic & operational roles in customer focused environments
* Proven ability to deliver long lasting change through people and teams
* Experienced team manager, with collegiate style
* Great relationship builder, from top to bottom of organisations

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| Northgate Plc | Programme Leadership | 2013 - 2014 |
| The Co-operative Group | Change & Marketing Leadership | 2010 - 2013 |
| Shop Direct Group | Change & Commercial Leadership | 2005 - 2009 |
| Boots | Commercial & Marketing Management | 1994 - 2004 |
| Safeway | Marketing Management | 1991 - 2004 |
| Cass Business School | MBA | 1990 - 1991 |

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| **Programme direction & management**  Experienced, fully trained programme manager/director. Led and delivered complex programmes at Boots,  Shop Direct, The Co-op and Northgate |  | **Board and Executive influencing**  Gained Board and Executive agreement for new brand strategy for The Co-operative Bank. Reported to Group Chief Executive at Northgate Plc (FTSE250) |
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| **Customer experience transformation**  Designed and implemented major programme to transform the Customer Experience at Shop Direct, leading to 23 consecutive increases in customer satisfaction |  | **Brand integration**  Led the post merger re-branding of Britannia Building Society as part of The Co-operative Bank, re-naming the holding company as The Co-operative Banking Group |
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| **Large, complex change programmes**  Led and successfully delivered major change programmes at The Co-op, Shop Direct and Boots,  delivering change through people, operating within  rigorous governance environments |  | **Post acquisition integration**  Directed post acquisition integration of 2 divisions of Littlewoods and Shop Direct, completing 18 months ahead of plan, delivering £13m annualised cost benefit |
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| **Large, complex IT programmes**  Led the design and implementation of the IT infrastructure to launch the Boots Advantage Card. Led EPOS upgrades, single views of customer and other assorted IT programmes. |  | **Top line sales growth**  Designed and delivered 3 year strategy to improve category performance at Boots Opticians, delivering 25% sales growth. Transformed business with new product inventory supported by new systems and processes |
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| **Colleague Development**  Introduced and implemented a Career Development Framework for more than 500 staff at Shop Direct, improving staff retention during period of high change |  | **Customer loyalty programmes**  Responsible for successful operational launch of the Boots Advantage Card across 1,700 stores |
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| **Building 3rd party relationships**  Successfully built and managed £ multi million relationships with IBM, CapGemini, dunnhumby and P&G |  | **Cross function, matrix management**  Very experienced leader of cross functional teams, operating in matrix management environments across  multiple sites |

**Northgate Plc Sep 13 – Feb 14**

A FTSE250 business, Northgate Plc is the UK market leader in commercial vehicle rental, supplying more than 50,000 vehicles to customers, generating £80m operating profit per annum

**Programme Director** interim

Responsible for operationalizing programme to improve the customer experience and become the No1 choice for customers

* Crystallised the customer proposition to get vehicles to customers faster, keep their vehicles on the road longer and fix issues faster
* Streamlined 15 individual projects into a coherent programme with 8 workstreams
* Incrementally improving customer satisfaction across all stage of the customer journey

**The Co-operative Group Feb 10 – Jul 13**

With more than 2000 branches and 8 million members, The Co-operative Group operates in Retail, Banking and Funeralcare

**Programme Leader, Customer Propositions and Multichannel, The Co-operative Group**

Responsible for improvement of cross Group Marketing and development of cross Group customer propositions

* Transformed Co-op ATM network into fully digital marketing channel
* Pioneered use of contactless payments, developing “Winning Way To Pay” digital marketing campaign with Visa

**Head of Brand & Membership, The Co-operative Banking Group**

Responsible for development of The Co-operative Bank brand and the Membership proposition

* Led the post merger brand integration of Britannia Building Society with The Co-op Bank
* Agreed new brand strategy for The Co-operative Banking Group: Do The Right Thing
* Shortlisted for Marketing Week Brand of the Year 2011 (alongside BBC, John Lewis, Heinz and British Airways)

**Shop Direct Group Jul 05 – Sep 09**

The UK's second largest online retailer of non Food products, from fashion to electricals and homeware, serving more then 8m customers across 7 brands including Littlewoods and very.co.uk

**Head of Strategic Insight & Planning**

Responsible for Sales & Marketing Planning, Research & Customer Insight.

* Re-focussed the business on the core customer: female, 35 – 45, C2DE
* Pioneered & embedded a strategic planning process to advise commercial and operational teams on how to meet the needs of the target customer
* Key member of team who launched very.co.uk: new digital retail brand aimed at younger women

**Marketing Operations Director** interim to permanent

Responsible for the practical side of the Marketing function, including the generation and distribution of more than 20m catalogues per annum, controlling a £120m p.a. budget

* Chaired daily operational conference call, co-ordinating day to day running of the business, across all functions
* Delivered Customer Experience programme : improved customer satisfaction for 23 consecutive months
* Operational responsibility for post merger Brand Alignment ***:*** simplification of offer from 11 to 6 brands
* Co-ordinated budget planning and management across 6 brands

**Transformation Programme Leader** interim

Tasked to bring together 2 Buying & Merchandising teams from companies who competed against each other into a single, integrated team in a new location. Delivered new organisational design, with common systems and processes

**Interim management and consultancy Jan 05 – Jul 05**

**B&Q plc**

Responsible for commercial performance of B&Q’s online business whilst Director on secondment

**London School of Economics**

Advised LSE, benchmarking income generation versus UK & global competitor sets, recommending establishment of integrated marketing strategy to maximise income generation.

**Boots The Chemists' 1994 – 2004**

The UK’s leading Health & Beauty retailer, with more 1700 Chemists and 200 Opticians in 2004

**Commercial Manager, Optics**

Responsible for Marketing, Merchandising & Buying of all goods & services in 200 Boots Opticians stores.

* Developed & implemented 3 year strategy achieving 25% sales growth

**Category Manager, Baby Consumables**

Responsible for profit and loss of Baby Consumables, generating £120m sales and £26m gross profit p.a.

* Grew profit by 9.8% versus previous year on sales increase of 4.8%

**Strategic Marketing Manager, Boots Health & Travel Cover**

Marketing lead for Boots entry into Financial Services.

* Established No1 direct travel insurance brand in UK within 12 months

**Group Marketing Manager, Boots Advantage Card**

Operational responsibility for national launch of Boots Advantage Card to over 1400 stores nationwide:

* Implemented plan for national rollout, recruiting 10.2m cardholders, generating 2% incremental sales

**Marketing Manager, Loyalty Card**

Tasked with developing & piloting a loyalty scheme for Boots to compete with the grocers. Launched successful area trials of the Advantage Card in East Anglia and South West, recruiting over 250,000 customers and gaining 4% incremental sales.

**Safeway Stores Plc 1991 - 1994**

**Marketing Executive**

Developed and implemented programme of innovative, loyalty focussed marketing campaigns

**Project Co-ordinator, City Technology Colleges (CTC) Trust 1988 - 1990**

***Education***

MBA (Marketing), City University Business School **1990 - 1991**

M.A. (Hons) University of St Andrews, English 2.1 **1984 - 1988**

University of California (Berkeley), EAP scholarship **1986 - 1987**

Merchant Taylors' School, Northwood, 3 'A' levels, 11 'O' levels **1978 - 1983**