

Strategic thinking. Commercial planning. Marketing performance.

Developing and maintaining revenue growth requires a blend of management discipline and commercial expertise. I work with businesses who want more control over this vital attribute



PROFESSIONAL FOCUS

I operate at the intersection of marketing and business strategy. Specifically, I help ambitious founders build clear and pragmatic development plans for their business, shaped by commercial outcomes and grounded in the way the business already operates.

WHERE I ADD VALUE

In practice, I provide executive support to business owners who want to move faster and with more confidence. Central to my approach is a technical understanding of the business model and how it can be adapted both to improve internal performance and also to leverage new markets or customer groups.



Strategy & Planning

How to ensure that objectives are quantified and measured and that priorities can be cascaded throughout your commercial operation right up to the front line.



Business Process & Transformation

How to respond to revenue challenges resulting from management, organisational or market pressures and what impact this has on the deployment of resources.



Commercial Leadership & Control

How to use a commercial audit to determine the optimal use of assets and resources for delivering predictable and measurable levels of performance.

SOLUTIONS, NOT THEORIES

Developed for progressive businesses like yours, my approach is designed to turn commercial strengths into strategic advantages. I may work like a consultant, but I think like an employee.

THE FRACTIONAL ADVANTAGE

Working with me on a part-time or fractional basis brings a number of advantages to your business:

- Flexible: 1–2 days/week or project based
- Cost-effective: work determined by task
- Low risk: no long-term contracts or commitment
- Focus: measured on outcomes, not attendance

PROCESS

Every engagement is tailored for impact - no templates, no fluff. Just clarity and traction.

Discovery Understand your product, market, ambition, and planning cycle.

Diagnostic Identify bottlenecks in revenue, focus, structure, or leadership flow.

Direction Reset strategy, refocus the business model, and create momentum.

MY BACKGROUND

With senior commercial management and marketing experience in global businesses including General Electric and Allianz plc as well as smaller, more agile brands, I know how to define and reach a target audience.

I have also experienced early stage, high growth and SME businesses and I enjoy the associated challenges of limited budgets and high revenue requirement.