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Summary

A dynamic, results-driven and commercially focused **Managing Director** with consummate ability to deliver business performance improvements, turn losses into profits and create European multi-million turnover operations with a firm base to maximise return on investment and market share growth. A strategic thinker and innovative manager specialising in new business development, market share growth opportunities. Over 20 years experience as a managing director working with UK, Dutch and Japanese Boards.

Core Competencies

- ✦ Planning, implementing and spearheading innovative market development strategies and initiatives; developing new routes to market and achieving targets for financial and trading performance.
- ✦ Transforming and running substantial commercial operations for highly profitable growth: effectively managing company budgets, P&L and working capital targets. Managing the human capital for peak performance and removing low producers.
- ✦ Recruiting, selecting and developing high performing individuals; an inspirational leader who creates an exceptionally strong team ethos and motivates large, multi-disciplinary and technical teams, whilst maintaining and developing organisational culture, values and reputation.
- ✦ Identifying changing market trends, product requirements and imperative market sectors for rapid growth and market share. Enabling effective development of highly successful strategic growth plans to ensure current and future sustainability without compromising customer service.
- ✦ Providing visionary leadership as a skilful and persuasive communicator with excellent presentation and negotiation skills, liaising effectively at all levels and across different cultures throughout Europe, America, Africa and the Far East.

Career History

Bonsai UK Ltd

2003 - Present

A subsidiary of the Bonsai Corporation of Japan – the largest manufacturer of domestic heating appliances in the world; turnover £1 billion+ with 15,000 employees worldwide.

Managing Director appointed to establish UK based business to serve European commercial and industrial heating / hot water markets with a portfolio of energy-efficient technologies: condensing water heaters, boilers, solar-thermal and hybrid technologies. Reporting directly to the Japanese parent group Board and accountable for full P&L and managing the business for sales and profit performance. Formulating sales and marketing strategies; producing and driving detailed 5-year business development initiatives.

- ✦ Established and grew the company from green-field to £8million turnover within 6 years; 2010 on target to achieve a £800k profit; positioned Bonsai UK as market leader with a portfolio of energy-efficient technologies and placed the organization at the forefront of the commercial Thermotechnology sector.
- ✦ Provided visionary leadership and impetus for a new concept in water heating that has grown from being unknown product into a European market-sector leading commercial non storage energy saving solution. Actively promoted environmental friendly and energy saving initiatives.
- ✦ Formulated and implemented sales and marketing strategy; convinced installers, specifiers, companies and government departments to change purchasing policies to buy high-value new technology products with an unknown brand name. Established a network of stockists including the UK top three Plumbers' merchants.

Untervaser Ltd.

1989 - 2003

Global services group: turnover £1 billion+ with 9,000 employees across Europe.

Managing Director UK appointed to turn around an under-performing business from loss to profit and reverse the declining sales trend. Met all objectives and profit targets. Reported directly to the Dutch parent group Board and accountable for full P&L and managing all aspects of sales and marketing. Drove business development initiatives; managed and motivated a team of 30 sales and support personnel in the UK; developed and maintained business relationships with key customers, merchants, utilities and government departments, appointing and liaising with suppliers in the UK, Holland, Italy and Japan.

- ✦ Restructured and turned business around; arrested sales and profit decline from £350k loss on £4m turnover; delivered growth and profit.
- ✦ Transformed the company; developed completely new product portfolio sourced worldwide; modernised premises, introduced fully computerised infrastructure, and built new team.
- ✦ Created a separate division (Wonderflo) dealing in products for the commercial sector; developed and presented 3-year strategic plan to main Board; secured investment and subsequently achieved targets.
- ✦ Formulated and implemented a three year strategic plan; established a strong platform for future profitable growth. Established a network of stockists including the UK top three Plumbers' merchants.

Early Career

ManoDist UK

1985 - 1989

ManoDist (RPM) turnover \$300million, American manufacturers and distributors of paint and industrial coatings; European subsidiary turnover £30million.

UK National Manager, UK / Netherlands. Developed UK business from a virtually zero base to sales of £3m and created a distribution network via engineering and paint merchants.

Non Executive Directorships / Consultancies:

✦ **Hangeraus UK Ltd**

Non Executive Director of £10m turnover company manufacturing shower screens and enclosures.

✦ **Bonsai Global Product Committee**

Appointed to Committee of western directors tasked to advise the Japanese group on requirements

Qualifications & Professional Memberships

- Diploma in Company Direction, Institute of Directors
- MSc Industrial Economics
- BSc Mechanical Engineering
- Member of the Institute of Directors (MIoD)
- Fellow of the Institution of Industrial Managers (FIIM)
- Member of the Institute of Engineering and Technology (MIET)
- Registered Technical Engineer
- Member of the ICOM committee

Personal Information

Date of Birth: 1 June 1953

Languages: English; German (fluent conversational), Spanish (workable)