

Keith Ingle BA (Hons.) Marketing Engineering

Associate Consultant

Keith is a results oriented international business leader with specific expertise in marketing and sales, possessing an exceptional track record of turning vision into achievement. Confidence combined with excellent communication skills enabling successful leadership in complex multi-national projects, using an analytical approach to define issues and develop innovative but pragmatic solutions.

Keith's 25 years of experience has been gained in the international technology, manufacturing and business services sectors, with leading companies such as Marconi, Cable and Wireless, BOC, Fujitsu and COLT. He has worked in a variety of roles in market research, marketing management, sales, P&L management, product management attaining the position of Director of Products for Ventelo/GTS a £400mn turnover pan European Telecoms Company. Latterly he set up his own Brand Consultancy and Services Company, helping SME's to translate core business values into competitive differentiators.

History:

Managing Director	Sign*A*Rama (Huddersfield)	branding consultancy/services	2003 - 2008
Interim consultancy	Fibernet	Network Operator	2003
Director of Products	Ventelo	European Network Operator	2000 - 2003
Group Product Manager – Switched Telephony	COLT	UK Network Operator	1997 - 2000
European Marketing Manager	Fujitsu	International Telecoms Hardware Vendor	1995 - 1997
Corporate Market Research Manager	Mercury	UK Network Operator	1991 - 1995
Product Manager			
Consultant	Strategic Analytics	International Business & Technology Consultancy	1988 - 1991
Market Analyst	BOC Group	International Chemicals	1985 - 1988
Product Manager			
Market Analyst	Marconi	International Telecoms Hardware Vendor	1982 - 1985

Major Achievements:

- Proactively created a 5 year business strategy for penetrating the European equipment market. Plan was largely implemented by Japanese parent company.
- Instigated, designed and led the project to launch a new voice service in eight European countries
- Implemented new processes and systems into the production department, increased monthly production by 15% and improved delivery performance by 5%.
- Designed and introduced a new sales quoting process by standardising a bespoke product offering. This improved performance by 15% and increased sales by 5%
- Developed and implemented sales and marketing process, incorporating a new CRM system. Resulting 30% increase in cold calls and 25% increase in sales.