

Rob Taylor

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Based in Coventry, West Midlands and Moray, Scotland

PROFILE

I am a versatile leader with a strong sense of integrity who is happy to face a challenging situation and, when required, turn it around.

In my recent roles I have been responsible for evaluating and selecting processes and systems to improve productivity in a failing business, resolving some challenging HR issues, have built relationships and working practices across contractors, on-shore and off-shore teams, and helped shape the Group strategy.

I have a balanced mix of leadership, project management, commercial awareness, customer focus, people management both in terms of direct line management and overall HR responsibilities, and data management skills. These include experience in change management, process mapping and analysis, crafting, distributing and writing reports, Customer Relationship Marketing, Inbound and Outbound telesales, Direct Sales, Marketing, Database Design and Implementation in B2C and B2B environments.

RECENT ACHIEVEMENTS

Customer Journey Revolution

"It's a bit of a shambles." With these words I was introduced to a business where tasks were 'managed' by instant messaging, the team were working very hard but ineffectively, and the clients were exasperated with some threatening to sue. Over the course of a year this situation has been completely turned around; some extremely disgruntled clients are now asking for additional work to be carried out, the team are (overall) more settled, and the quality of the product being delivered has risen immeasurably. We worked out where the key bottlenecks, scheduling issues and flaws in our process were the biggest impediment, and gradually put in place procedures and systems to overcome them. We also personally visited some of the most unhappy clients to understand exactly their pain points, often taking team members who were not usually client-facing so that they could see the impact that their work has. This helped them to buy-in to the idea that our clients were often very clever, very nice people, and that our team could make a real difference to their daily business life.

Customer Relationship Management

My team split the entire customer base for one of our key brands into a matrix, using our analysis tool to provide insight into cell sizes. We are now using triggers to drive multi-channel marketing by customer, spend and product with personalised targeted messages. In its first complete financial year this strategy combined with some minor spending changes resulted in a 75% decrease in loss from a projected -£12m to -£3m. Not only a great result, but one which ultimately won a B2B Marketing "Best Use of Data Award".

RECENT CAREER HISTORY DETAIL

2012 to date

Twenty Ci Group - Data scientists, analytical brains and marketing enthusiasts with a collective passion for data and its power to create impactful, measurable and lasting relationships with customers. Brands include TwentyCi, TwentyEA, View My Chain, Evolve Retail and Boom Online.

2019 to date – **Head of People** – Reporting to Executive Board

- Creation of new role within the growing Group
- Gathering requirements for training across the group and prioritising appropriately, determined by needs, benefits to the business and available budget
- Refining processes and procedures for recruitment, interviewing, appointing and offboarding of colleagues
- Coaching on a one-to-one basis colleagues to improve their skills
- Managing the budget for HR
- Leading client customer complaints handling in association with the Chief Customer Officer and Strategic Director
- Line management of a staff team
- Also operating as Consultant Head of People at The Digital Maze, a group owned by the same CEO.

2018 to 2019 - **Head of Operations** – Reporting to the Managing Director

- Directing on-shore and off-shore development teams to ensure that client requirements – as gathered by our account managers – are delivered on time and within budget
- Owning the processes which deliver service to our clients, coordinating engineering resources and being the guardian of our development standards
- Systems integration between Evolve Retail and rest of the Group to reduce costs
- Leading a team of project managers responsible for delivering individual projects
- Supporting the business development team in the scoping of new projects (timescales, availability of resources and costs)
- Improving profitability through optimising the utilisation of development resource
- Executing the process of delivery through Jira and other SaaS tools
- Continuously improving our development process, including testing
- Ensuring that our development roadmap is in line with the required legislation
- Ownership of quantifiable development metrics
- Coaching members of the team to ensure their performance is as high as possible
- Maintaining and improving Key Client relationships
- Organising and implementing a whole office move to a new location in a different town

2016 – 2018 – **Solutions Architect** – Reporting to the Strategic Director

- Consultative role to help our clients improve processes and profitability
- Identifying new data uses, processes, marketing initiatives and customer journey improvements for each client
- Assisting and advising on the implementation of various initiatives relating to the above where required
- Embedded in client teams at their request

2012 – 2016 – **Business Analyst** – Reporting to the Commercial Director

- Analysing data sets for clients and internal clients to identify patterns of behaviour and predicting how future trends may look
- Creating reports to inform on the key findings
- Sharing these findings internally and with clients
- Strategising with clients and internal team to add value using the findings as a foundation

2006 - 2012

Wolseley PLC - UK based supplier of construction materials. Brands include Plumb Center and Parts Center.

Customer Data Manager UK and Ireland - Reporting to Head of Finance

- Projects included:
 - create and implement opt-out process for customers to ensure that legal data requirements are adhered to
 - ensure that waste from marketing campaigns is minimized
 - Specify key databases for use throughout UK marketing team
 - User acceptance testing and rollout of Business Objects software
- Other responsibilities:
 - Responsible for all Customer Data across multiple brands
 - Create and maintain regular reporting suites for Senior Managerial Team
 - Key account manager for third-party data and service suppliers
 - Scoping customer data requirements for ERP system implementation
- Used a variety of analytical and reporting software systems. Very proficient with MS Excel
- Rationalisation of team size which involved redundancies and group consultations in association with Human Resources specialists

2006

Dataforce Group - Integrated Marketing Systems Provider – 3 month contract

Customer Analytics Consultant – Reporting to Head of Knowledge

- Project managing the creation and implementation of a revolutionary marketing data system, taking customer campaign data and refining it during a running campaign to improve overall average results

1999 - 2006

NTL (now Virgin Media) - UK Telecoms provider

Roles including Sales Team Leader, Reporting Manager, Marketing Database Manager –

Reporting to Sales Manager, Sales Director and Marketing Director

- Management of Sales Analysts and Telesales Operators
- Identification and reporting on market and statistical trends
- Process mapping including recommendations on improvements
- Improving data quality with a team of national analysts
- Won the National Marketing Awards “Best Back Office Team” in 2006
- Project Managed database creation/implementation to track marketing campaigns
- Account management of external suppliers

1997 – 1999

Oasis Trust, London – A Charity working with the homeless

Project Manager – Reporting to Head of Social Care

- Budget holder for the project, ensuring costs remained within budget
- Team management, including coaching Deputy Project Manager and professionals
- Responsible for identifying client needs and developing strategies to meet and improve them
- Creating a team using paid and voluntary staff members

Previous roles include telesales, direct sales and administration roles.

Voluntary Work

2018 – present

Oxford Opera - Charitable Organisation bringing Opera to new audiences
Board Trustee

2021 – present

Ambassador – Resources for Humans community

2012 – 2018

Coventry Motofest – Free city centre event

Marketing Director – Reporting to the Event Director and Event Board

- Working with the Event Director and other voluntary team members we created a free event for the city of Coventry celebrating heritage, current industry and future developments using motor vehicles as a central theme
- Planned and implemented the first event over two years. Involved traffic route plans, road closures, liaison with the local council and businesses, and bringing local companies on board as exhibitors including Triumph Motorcycles
- Created the first website as a solo project using Wordpress
- Gained national publicity including spots on BBC TV news and ITV news
- Over four years we raised attendance from an initial 50k to 130k
- Event tasks including setting up a race track on the infamous Coventry Ring Road

COURSES	2009	Introduction to LEAN processes
	2006	IDM Data Protection Act and PECR Training
	2004	Microsoft SQL Server training
	2001	Microsoft Excel Advanced Certificate

INTERESTS Active Christian and Men’s Group Leader
Former Member of the Institute of Direct Marketing (M IDM)
Petrol head – both motor car and motorcycles
Musician – mainly playing bass guitar
Reader – love books (especially mysteries) and periodicals