



Andrew Dahl

Fast growing businesses and turnarounds

Profile

Entrepreneurial, versatile and innovative Andrew has scaled B2C and B2B businesses that provide technical products and specialist services both in the UK and for export. He has successfully turned around struggling organisations and founded new companies. He builds commercial strategies, develops sound financial plans and then, working with the senior management team, drives change and growth to deliver them.

Andrew has expertise in consumer products, engineering and technology as well as businesses that make a positive societal or environmental impact. He has helped both early stage and established £80m+ organisations.

Before starting consulting in 2013, Andrew led the private equity backed MBO of a technical garments company, delivered sustained rapid growth, and was named a British Venture Capital Association top 101 entrepreneur before exiting. He is a chartered chemical engineer and previously held senior positions in the oil, petrochemical and energy technology industries.

Qualifications and Experience

- Executive MBA - London Business School (graduating with distinction)
- Chartered Member of the Institute of Chemical Engineers (C.Eng., IChemE)
- BSc (Hons) Chemical Engineering – University of Birmingham
- Undergraduate Certificate in Genetics (University of Cambridge)

Some of Andrew's Projects

Client: Cambridge based EdTech company scaling for rapid growth

Sector: Technology, Education

Specialisms: Commercialisation strategy and implementation, finance and fund raising, marketing and stakeholder engagement.

Brief:

- Work with the business owner to commercialise an innovative new EdTech platform providing digital education in secure environments to users with no internet access
- Build a long term scalable, sustainable business model which will benefit all stakeholders and help them react to Covid-19

Outcomes:

- Raised over £200,000 of grant funding (including Innovate UK)
- Proposed disruptive business model that benefits all stakeholders including government departments and institutions, educational providers and charities
- Helped ensure technology met information security, data protection and assurance protocols
- Built a robust operational and delivery plan and worked with owner to deliver it
- The technology is beginning to be rolled out rapidly across the target market

Client: A leading data protection consultancy providing outsourced data protection services to multiple sectors

Sector: Professional services, data protection, consultancy

Specialisms: Strategy and planning, marketing, finance, and operations

Brief:

- To work with business owner to install financial and operational systems for a rapidly scaling start-up.
- To set up and manage a full mix marketing strategy

Outcomes:

- Prepared long term financial, operating and resource forecasts and reporting
- Installed integrated cloud-based project management tools
- Built a full mix B2B marketing and segmentation strategy including events, website, SEO, brochures and factsheets; social media and PPC advertising campaigns
- The business continues to scale rapidly working with major international clients in numerous industry sectors and has been recognised as a Future 50 company
- Andrew continues to act as a non-executive director

Client: A division of a manufacturing group of companies

Sector: Domestic water filtration, Consumer Goods

Specialisms: Manufacturing and operations, new product design and development, new market entry, export sales, brand design and management

Brief:

- Assess the potential of a struggling division originally set up for OEM manufacture using innovative proprietary technology
- Make recommendations on the viability of the division as a standalone business

Outcomes:

- Established business as a separate company within the Group taking it from loss making to profitability.
- Redesigned product for automated manufacture, reduced unit costs and higher yields
- Installed new volume manufacturing; specified working practices for hazardous environments; implemented ISO9001 manufacturing standards & QC procedures.
- Sourced components and accessories from the Far East
- Launched new consumer brand to reduce reliance on lower margin OEM manufacture
- Made sales in the UK, USA and Far East

Client: A leading UK and International manufacturing and distribution company

Sector: Professional entertainment equipment for live events, film and television

Specialisms: Restructuring; digital and offline marketing

Brief:

- Restructure and manage the full-service in-house marketing department of a leading equipment manufacturer and distributor of 200 brands to the Film, TV, Theatre and Live Entertainments industries.

Outcomes:

- Assessed and reviewed organisation and function of existing team
- Restructured team clearly defining roles and responsibilities
- Rebuilt relationships inhouse, with other group companies and partner brands from board level downwards.

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- Switched marketing focus to digital; built major new website; created content generation plans; ran social media and email marketing campaigns, measured and improved their performance
- Launched numerous new brands and products to the UK
- Built employee progression to ensure a smooth handover to management in-house