



# Ashley Blackmore

### Profile

Ashley has many years' experience of growing and transforming businesses. His expertise is rooted in setting up, running and expanding sales teams to create business growth. Over the years this has broadened out to encompass transformation work that delivers organisation-wide growth, across a wide spectrum of sectors and in many different markets. Having built and successfully sold his own business-to-business mobile phone company, Ashley is a straight talker and will bring an entrepreneurial edge to the most corporate of situations.

Based on his experience, he believes that the success stories of the future will be the organisations that look beyond shareholder value to deliver against the triple bottom line of People, Planet and Profit.

After the successful sale of his mobile phone business Ashley's focus became advising businesses with sustainability at their core. He has since helped a wide range of clients to achieve stellar success, including Flowgem, a water-saving start-up that grew from zero to a £13 million sale to Centrica in 18 months.

### Some of Ashley's Projects

**Client:** Business school supporting start-ups across the UK  
**Sector:** Education  
**Specialisms:** Strategy, Business Transformation, New product and service design and development,

#### Brief:

- As a result of Covid-19 all business school courses were cancelled in March.
- My brief is holding the management team accountable for bringing innovative ideas to the table and making the business's response innovative, reasoned and rapid.
- To manage financial meetings and a full understanding of the position at all times.
- To rapidly pivot to a virtual/hybrid model
- To focus on staying in front of customers (DWP, Councils, Housing Associations, Commercial Sponsors)

#### Outcomes:

- Every month the business has delivered above the minimum needed to maintain the cash position/balance sheet.
- It has delivered several brand-new, on-line courses on business resilience and rebuilding.
- They have rapidly moved the existing product on-line and have used that as a test ground for the technology to deliver a hybrid model
- The pipeline is back to pre-Covid-19 levels with the clients signed up to a hybrid version that is lockdown proof and can be delivered 100% on-line

**Client:** Leading product development and engineering design consultancy.  
**Sector:** Engineering, Product Design  
**Specialisms:** Management and Sales

**Brief:**

- My brief was to work with the top team to drive a change of culture for the whole business to think more commercially.
- In a team of some 50 people a high percentage were engineering PHD's and focussed on solving problems and not customer satisfaction
- Having delivered well on the initial brief, I now work regularly with the Executive Committee on the strategic direction and structure of the business. I coach both the CEO and CFO on an ongoing basis and other members of the senior team

**Outcomes:**

- On the basis of discovery time spent with a broad cross section of team members, the company adopted the majority of actions I suggested in an outcomes driven plan for improving business growth.
- I designed and delivered several bespoke training sessions, some business wide. Outcomes being easy to implement actions around customer focus and commercial outlook.
- The business grew sales significantly and implemented a simple but highly effective reporting structure that gives accurate sales forecasting.
- Specifically regards Covid-19, I have delivered highly interactive virtual sessions on how to make exceptional use of platforms like Teams and Zoom to stay visible to clients and to build deeper, more empathetic client relationships than ever before and be innovative around closing business

**Client:** Global sales of Scientific instruments  
**Sector:** Design, manufacture and sale of scientific Instruments globally  
**Specialisms:** Manufacturing and operations, new product design and development,

**Brief:**

- To facilitate the formulation of an innovative growth plan with a view to a long-term change of shareholding/buy out
- To improve the processes that sits behind the plan and day to day running of the business
- To coach and mentor the team
- To produce an effective onboarding plan for new members of the sales team

**Outcomes:**

- An innovative growth plan that focussed on underpinning the UK business with international sales. Already strong business growth improved by double digits in the first year.
- The current owners taking a step back and looking at the future shareholding structure/sale and having more holidays. There have been several personal events beyond their control, meaning enforced time off and the business has continued to thrive in their absence.
- New members joining the sales team to much greater effect than previously. Hitting target more rapidly, reporting effectively and contributing significantly to business growth in the first year