



John Ogden

Public Sector & Defence

Profile

John is a highly adaptable former senior executive and director now turned self-employed consultant helping SMEs to implement a more disciplined and structured approach to strategic planning, operational management, change and leadership in order to make them more efficient and competitive. His key strengths can be summarised as follows:

- A naturally inclusive and supportive leader at every level.
- A strategic thinker, a practical planner, and an instinctive communicator.
- A deliverer of change and a manager of operational complexity in challenging environments.
- The ability to create personal and effective partnerships quickly and easily.
- Extensive trustee and professional non-executive experience.

With a background in the defence industry some of his notable initiatives and successes have included:

- Leading a £1.3Bn change programme through a full competitive dialogue with bidding consortia to an MOD Main Gate full business case approval for a contract to save MOD over £250M.
- Delivering numerous urgent equipment upgrade projects worth in excess of £500M over three consecutive years that saved many lives and contributed to Army's success on operations.
- Instituted strategic change programme in the Army's armoured vehicle training centre in anticipation of the changing needs of defence so maximising expertise and economies of scale

Qualifications and Experience

- Advanced Management Course (CMI L8) at Manchester Business School
- Fellowship of Chartered Management Institute (FCMI)
- Defence Strategic Leadership and Management Programme
- Association of Project Managers Professional (APMP)
- Top 3 graduate of Army Staff Course (Masters equivalent)
- BA Hons degree in Modern History from Durham University

Some of John's Projects

Client: Defence manufacturing company
Sector: Tech Manufacturing
Specialism: Business Development and Sales

Brief:

- Re-establish relationships with MOD UK customers
- Identify and cultivate B2B opportunities in defence and security sectors
- Deliver tender and partnering opportunities for company

Outcomes:

- Conducted market segmentation exercise to target customers with strongest potential
- Introduced company to, and established it within, a new and strong network of key defence and security sector players (both MOD and B2B)
- Delivered in excess of 20 prospects for company to tender for a range of new and existing products
- Established a number of overseas export avenues through DIT and in-country sources

Client: Construction Company
Sector: Construction
Specialism: Product Design and Marketing

Brief:

- Provide company with professional advice on design and use of innovative portable ground defence system concept
- Help company pass required test and certification regime
- Advise on and potentially support both local and international marketing campaign

Outcomes:

- Helped them identify broader utility for concept to include also flood and ballistic defence alongside its structural support use
- Helped facilitate requisite and successful blast and ballistic tests
- Identified and advised on both market competition and international opportunities

Client: Major International Defence Prime Contractor and Manufacturer
Sector: Defence
Specialism: Tender Campaign Advice, New Product Introduction and Innovation

Brief:

- Provide professional advice and support to campaigns for international defence equipment requirements
- Advise both company and potential clients on adaption, systems integration, and customer use of innovative new product
- Assist with coordination of complex international marketing and sales campaigns

Outcomes:

- Successfully submitted tenders for major defence contracts
- Overcame significant customer scepticism about use of novel technology in proposed system
- Identified and exploited new ways of influencing demanding clients in a challenging market environment