



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, problem solving, 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 and team member at every level.
- A strategic thinker, a practical planner, and an articulate 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 sector 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: 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