

# Nick Macdonald

Purley, Surrey

## Personal statement

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I am a strong sales and sales leadership specialist, with a history of consistent and continued success, in a number of different sectors, organisational structures and geographies. An excellent communicator, I am able to negotiate with, “account manage” and retain at all levels from FTSE Boardrooms to SME’s, whilst I have recent history of Heading up a Team of seventeen like-minded colleagues, that increased Client Satisfaction and Retention year on year, to now industry leading levels. I consider that the continued success I have achieved throughout my career owes itself to my extraordinary energy and sheer determination to reach and exceed my employer’s requirements.

## Employment History

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December 2010- August 2016

### Citation Limited

Joining first as Client Liaison Manager, I earned and enjoyed accelerated promotion to take up the National senior leadership role of Head of Client Relations for Citation, where market presence increased from initially 5,500 customers, to its current 16,000 level during my overseeing of the “Client experience”. Official client retention increased by more than 25% between 2010 and 2016.

March 2009- December 2010

### GLE One London

Comprising of two linked roles, firstly IGF Finance Limited. Utilising both my existing knowledge of Sales Finance, and my extensive network of asset finance introducers, I was able to offer those introducers new opportunities to grant their clients access to factoring and invoice discounting. Additionally, I was directed to expand to internal cross sell network within GLE, including the Croydon Enterprise Loan Fund (“CELF”).

This led to the role of Senior Manager within the CELF, which was a joint venture business loan operation, created under the wing of GLE One London and Croydon Council, to offer competitive alternative SME funding following the main line banking sectors rationalising, after the 2008 financial realignment. In my role I sought clients and oversaw the credit function, in arranging loans to fully utilise funds at disposal.

October 2008- March 2009

## **West One Limited**

Engaged in a short term consultancy to enable the CEO to concentrate for a six-month period on restructuring other areas of his business network, I maintained existing relationships, whilst adding new sources of broker finance to the Company.

April 2006- October 2008

## **Barclays Asset & Sales Finance**

As Head of Broker I lead a team of 22, including field Regional Managers and internal Sales Coordinators, overseeing a growth agenda that doubled the level of activations and portfolio, over two years.

March 2003 – March 2006

## **Lease United Kingdom Limited t/a Lease UK**

Occupying both the Regional Manager and due to my experience, the National Accounts Manager's role, I enjoyed some major successes. Due to my efforts Lease UK became the sole recommended finance partner for a particular well known Computer and CCTV Systems Manufacturer, throughout the country. In addition, several other major national programmes were created and established under my stewardship.

January 1999 – March 2003

## **ING Lease (UK) Ltd**

August 2000 – March 2003

### **Assistant Director – Vendor Finance**

Promoted following ongoing development of the business, I continued to enjoy responsibility for all product creation, transaction management, marketing approach and senior liaison with all other internal departments. From a people management and performance perspective, the role held twelve internal and five field based reportees, and carried an activations target of circa £50 million, which was achieved and surpassed.

January 1999 – July 2000

### **Senior Manager Lease Equipment Finance**

Recruited to create and head up the small ticket division of ING Lease, which we launched in June 1999. Utilising introductions from Vendors and Intermediaries, achieved excess of target performance in both volume and margin terms, in LEF's first full year of operation.

July 1995 – January 1999

## **Schroder Leasing Ltd**

**September 1998 – January 1999**

### **Divisional Manager – IT Finance**

Sharing National responsibilities for the formation and performance of this new Division following a change of emphasis from a Regional multi sector approach. Securing some early successes in all segments of the IT marketplace.

**December 1997 – August 1998**

### **National Development Manager Security & AV**

Chosen to pioneer Schroders assault on these two emerging leasing markets. Within the nine months Schroders were awarded the British Security Industry Association programme, together with the several manufacturer-endorsed schemes. Security turnover rose by 37%, whilst A/V also enjoyed a volume increase.

**October 1996 – November 1997**

### **National Sales Manager – Major Accounts**

Assumed full Sales, Sales Management and Operational responsibility for Schroders' hitherto modest national accounts function. Creating the Schroders VPS brand and comprehensive redefining of the service offering led to renewed vigour, resulted in a 300% increase in turnover and higher margins.

The team won eight of the eleven major Vendor Programmes it contested during this time.

**July 1995 – September 1996**

### **Business Development Manager**

Joining as a Business Development Manager, initially involved in Marketing and Product Management. Enjoyed noteworthy success in IT, vending and reprographic sectors, in liaison with Schroders existing branch structure.

## **Education**

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6 O Levels

3 A Levels

Business Education Council Certificate of Business Studies

(Including Distinction in Accountancy and Business Administration)

## **References**

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References are available upon request.