

## Head of Business Development (Globally recognisable leisure brand)

### **Ability to integrate into the client company**

“[Icebreaker Executive] had to recognise and work within a very unusual culture. A fun environment but with some significant politics at play that needed to be handled carefully. The route to success was one where the team wanted to come along for the ride.

### **Impact on the business / bottom line**

[Icebreaker Executive] was primarily tasked with focusing on declining volumes and yet managed a dual strategy of revenue increase and cost reduction.

### **Overall contribution / achievement of objectives**

The initial target of 25% uplift in two years was more than doubled in half of the time!

### **Working style**

Highly creative but not in a consultative way. In other words, there was no grand plan that still needed to be done, and there was no issue with venturing into new territories to find ways to make money.

### **Leadership / people management skills**

[Icebreaker Executive] was given very little to work with because we simply didn't have spare budget. That's part of the reason for the savings as well as the revenue increase. Costs that added nothing to the business were significantly reduced by [Icebreaker Executive] in order to give himself the freedom to develop new ideas.

### **Any other comments about the interim manager**

[Icebreaker Executive] did what he said he'd do, which was to blow the target out of the water.

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