



Managing Director - Medical Devices Business

Background

The manufacturing business was acquired as part of a corporate purchase. Product range was dated and lacked both sales and margin. A demotivated sales force and intransigent management had been responsible factors for the products poor performance. Based in the hospital sector, the product was a disposable bed-pan macerator.

Ability to Integrate into Client Company

Given a 12 month project time, the task was to turn-around the business. To fully assess the business and understand the sector, visited customers and end-users in both private and NHS hospitals with sales personnel. Completed a market and product review proposing a value engineered product re-design and the introduction of consumables into product range

Impact on Business

A product re-design with value engineering improved gross margins by over 25%. Adding consumables (bed-pans made from re-cycled paper) increased revenue, in the first 12 months by 45%. The sales force was revitalised having a new, environmentally friendly product added to the portfolio, which produced regular sales

Achievement of Objectives

The business unit was turned around within a 10 month time frame, two months ahead of budget. Sales and staff performance both improved, giving a business unit which initially was running at a loss into a profitable operation with a net profit of 9% in first 12 months of new trading

Working Style

A pragmatic approach with an inquisitive nature to understand all the 'nuts and bolts' of a business

Leadership/Management Skills

Ability to communicate at all levels, engage with employees, customers and suppliers alike, making them feel part of the team and decision making process

Other Comments

By fully understanding and quickly assessing the business, created the vision to save a failing operation

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