



Craig J.H. Millhouse **Business Development Director**

Professional services experience



Tribal Group plc
Business Development Director

Tribal is the UK's largest and most comprehensive consultancy and outsourced provider to the public sector, with a turnover of £250 million and a workforce of 2,000. A new role (with the remit to introduce a new team) was set up to develop and drive new business within the Resourcing Division. As Business Development Director, the core objective was to establish Tribal Resourcing as a major force in Local and Central Government; and to provide a strategic focus and direction for business development within the company.

Achievements:

- **Leading a team of eight** who work alongside our service stream deliverers to bring in new work by writing/overseeing tenders (including drafting revised t&c's and contract negotiation)
- **Leading on pitch work;** ensuring preparatory work has been put in place to win key renewals
- **Building relationships with external business partners** to provide new and innovative resourcing models
- **Establishing a level of consistency** within our sales and business development efforts through clear business planning for each service stream and specific training for all key client-facing employees.

The team was led in a focused and targeted manner and shaped the thoughts of key decision makers (mainly CEO's/ HRD's and senior Procurement Specialists) in advance of tenders and key renewal work.

In 2007 the BD team won in excess £20.4m of new work (contract value) predominantly in Local and Central Government, which had been built up around the following key areas: recruitment process outsourcing; e-resourcing; recruitment advertising; HR Consultancy; executive search and selection, assessment and interim and; database recruitment.

The Business Development Director worked closely with the Directors of each of these service streams to deliver new business and to fully understand their specialist areas and how their services can be integrated into a seamless tender through to pitch. The team worked closely on developing the client after the win to exploit the other opportunities, given the breadth of service offering. The relationship building was conducted in a consultative manner with senior management.

Key wins: DVLA, CAF/CASS, London Contract Suppliers Group, Big Lottery Fund, Peabody Trust; Kent CC; Cornwall CC*; Advantage Healthcare; NPIA, BANES/ South Gloucs CC's* and NOMS.

Key business partners: Barkers; TMP; Comensura; Reed; Vedior; Manpower; Arinso Group; Carlisle Managed Solutions; Eden Brown; and Express HR (technology partner).



Select Appointment plc Head of Corporate Sales and Head of Managed Services

Select is one of the largest agencies for commercial/admin work types. It has a turnover of £80m and is part of the Vedior Group, the 3rd largest staffing agency in the world with 34 niche agencies operating under its umbrella.

Select was given the objective on behalf of the Vedior Group to create and deliver a united Managed Service Division to deliver a complete service.

The role of Head of Managed Services involved:

- establishing a 3 year business plan
- creating this new Division by finding our first managed service contract win (for both temporary and permanent provision)
- positioning Select as a key player in the market place and growing revenues
- building a service delivery team to manage the accounts
- establishing credible business partners.

Having achieved the first win within 6 months and established the Division after 12 months, a promotion came to head Corporate Sales for Select. This involved managing all contract/ corporate sales work within the business (to include Managed Services). Heading a team of five, the remit was to lead on contracts, by working up tenders with the tender team; leading pitch work and developing a business development training programme that could be rolled out to all offices both franchised and 'home grown'.

During this time, when new contracts were won, the team worked closely with the Client Service Director to create new 'onsite' teams; appoint Client Service Managers; oversee the implementation - 'staying close' to explore other potential avenues of work. During the two year period at Select, the team won in excess of £15m of new work (contract value) which was made up of master vendor; managed service and preferred supplier contracts.

Morgan Cole



**Morgan Cole (Law Firm)
Business Development Manager**

**Osborne
Clarke**



**Osborne Clarke (Law Firm)
Business Development Manager**

In both of the above roles the roles focused on developing business plans to win new work and develop existing clients.

Core projects:

- Leading a team of 5 to deliver on business development and marketing initiatives for core practice areas and service sectors that included; Distribution and Logistics; Utilities and Professional Services
- Initiating new thought leadership ideas and practical applications
- The writing of business plans; implementation and delivery of them; tender writing and introducing CRM systems
- Developing and mentoring senior associates with a view to improving their business development techniques

- Co-ordinating sponsorship opportunities and event organisation.

Within these roles, a key part was to develop a consistent brand for each Firm and to develop their respective content using both online and offline mediums.

Most notably, during time with Morgan Cole, Craig led the creation and selling strategy of an employment law package called @once. This was the first interactive employment software to hit the market. Its function was to assist businesses and to empower managers to deal with common employment issues. It included six topics such as sickness and absence, disciplinary and grievance, and sexual harassment.

The team took it to the market under a license arrangement and aggressively marketed through various media channels, employing a telesales force. In the first 12 months, clients included: PHS plc; Mid and West Wales Fire Brigade; Carmarthenshire CC; Chartwell Group and Central Government Departments.

Qualifications/Affiliations

BA Honours: Business and Sport

CIM Diploma, Chartered Marketer

MIPM associate

PPMA member

Non-work interests

Professional Sport – Rugby Union 1991-1995

Craig played for: Northampton Saints 1st XV; England U21's; England Colleges; England President's XV; Bristol XV; South and South West; Midlands and Gloucestershire.