



JOHN CABLE

Skill type Business Consultancy

Sector Experience: Consultancy, Technology, Aerospace, Utilities, Manufacturing

John is a marketing, sales and engineering professional with a rare, and highly valued, mix of business and technical skills and experience. Early career exposure to electrical/electronic engineering gave him experience as diverse as gold mining in Africa, working on the Giotto space probe and Hubble Space Telescope, Product Development and High Volume Manufacturing. Progression to his first fully commercial sales role put him in charge for a £110 million customer base with AB Electronics Plc. In his next business role he established the commercial, sales and engineering capability for a green field Taiwanese start up in the UK. Broadening his knowledge with a CIM Diploma and a masters Degree in Marketing enabled him to move to a more strategic level where he established and ran the successful Internationalisation of SME's programme for the Welsh Development Agency. Over the past 10 years John has worked as a specialist business consultant providing strategic and tactical support to organisations ranging from SME's to international companies.

Director Jara Consulting Ltd

Founder and Director Jara Consulting Ltd -

Worked with over 50 companies delivering business focused marketing, sales and business improvement projects with organisations ranging from multinationals, mid-sized UK companies, and SME's. Works seamlessly across strategic director and tactical operational management levels with a wide understanding of the total business process, technology and people involved.

Developed a focused and results orientated model for sales and marketing programmes which encompass the total organisation, cutting across departmental boundaries and "bunkers" to ensure market alignment, successful change and measurable results.

Projects delivered include:

- Marketing strategy formulation and implementation
- New product development (NPD) – From concept to market
- Sales strategy and implementation
- Customer management / Key account programmes
- Marketing, Sales and Operations integration
- Business process and organisational structure improvement

Programme Manager - Welsh Development Agency



Fixed term contract to establish the £1.5 million joint ERDF and WDA funded Internationalisation of SME's programme throughout Wales. Managed a team of four in the UK, a large external consultancy contract and three overseas staff. Established international links with UK trade partners and appointed in country support in the USA, Singapore and Europe

Developed a cluster based strategy to deliver a "joined up" sector, region and technology specific support directly to organisations. Transferred knowledge and skills to the group via a programme of workshops, specialist presentations, funded consultancy and clinic sessions.

Changed the existing delivery concept from product export focused to a broader trade approach and opened up the programme to knowledge based companies within in the IT, medical, environmental and creative industry sectors as well as the more product based manufacturing industries.

Successfully recruited over 150 companies to the programme and the programme model was incorporated into the future development of trade support with the establishment of the larger Wales Trade International structure.

Sales and Marketing Manager - Ringtel Electronics (UK) Ltd



Sales and marketing manager for a Taiwanese inward investment enterprise with no previous European presence and no customer base.

A member of the senior management team and instrumental in establishing the sales and marketing activities of the company. Also established the design, engineering, customer management and estimating functions.

Had a key role in strategic planning, cost base modeling and establishing a structure to support rapid growth.

Grew the business from a zero start to a turnover of over £4m within 3 years with a customer base that included Ericsson, Northern Telecom, Panasonic, Pressac Plc, and Sony

Individually managed and successfully established a joint venture between a UK Plc and businesses in China and Taiwan.

Product Manager PBX Systems - Tetrel Ltd

Tetrel were a VC backed communication products startup who became the largest manufacturer of low cost payphones in the world with major customers such as GPT and BT.

Established and implemented the strategy to take the first SOHO PBX product to market by setting up distribution channels and direct OEM agreements achieving above target sales of more than £1.5 million in the first 12 months.

UK Sales Manager/ Major Account Manager - AB Electronics Plc

Joined AB as a commercial engineer and, prior to being promoted to the Sales Manager acted as the Major Account Manager responsible for the sales development and commercial management of the IBM account, valued at £45 million.

This position involved total management of the customer including bid management, engineering, quality, commercial and logistic issues.

Reported directly to the Plc Group MD responsible and worked closely with the corporate operations and the finance team.

- Responsible for the annual IBM bid preparation to secure follow on contracts and new business
- Key member of the company wide activity based costing programme implemented to achieve cost down targets. Took 20% of manufacturing cost out of a major product line and saved a £13 million contract.
- Developed and implemented a controlled synthetic costing processes
- Established strong commercial process for sales order and product build verification processing

Promoted to the £120 million Assemblies Group sales and marketing manager with a team of 10 and place on the group senior management team.

Product Development Engineer - Huntleigh Technology Plc

HUNTLEIGH

Responsible for managing the international product approval cycle for medical electronic products from specification through design and development to formal type testing and into production.

Established the business and design process for taking Huntleigh products through approval and achieved the first successful approval of Huntleigh Doppler products by TUV Germany and British

Standards. Member of the design team which produced the first, world beating, hand held Bi-directional Doppler diagnostic device.

Senior Electronics Engineer - British Aerospace Space & Comms Division

The logo for BAE SYSTEMS, featuring the text "BAE SYSTEMS" in white capital letters on a red rectangular background.

Project manager for the Inmarsat Satellite solar array ground support test equipment with responsibility for the commercial and technical interfaces with in house departments and several sub-contractors, from bid phase through to successful delivery to the customer.

Prior to this was an Assembly Integration and Test (AIT) team leader on the European Space Agency (ESA) Giotto Spacecraft project and team leader on the PDA module for the Hubble Space Telescope. Worked in the Centre National d'Études Spatiales (CNES) the French government space agency facility in Toulouse for a year on the Giotto project and travelled widely throughout Europe. Was a key member of the Giotto launch team with the prestigious responsibilities during the actual launch.

Electronics Engineer - Ashanti Goldfields Corporation (Ghana West Africa)



Contract position - As the only electronics engineer on the gold mine I was responsible for the technical and operational performance of specialist mine winder controllers, gold processing instrumentation and communications systems. I also managed a team of local staff.

Project managed the installation of a security CCTV system and density measuring systems in the gold processing plant.

Communications Eng. - British Gas

Installation and maintenance of a voice and data communications system which was delivered across an integrated VHF/UHF and microwave infrastructure.



Professional Qualifications

Corporate member of the Chartered Institute of Marketing (CIM)
Full member of the Institution of Engineering and Technology (MIET)
Registered with the Engineering Council as an Incorporated Engineer (IEng).

Academic Qualifications

Masters Degree in Marketing - Bristol Business School UEW
The Chartered Institute of Marketing Diploma in Marketing - University of Wales
HNC in Electronic Engineering - Polytechnic of Wales