



John Hawley

Professional services experience (most recent first)

Managing Director Kern Ltd

Reporting directly to the Group President and sole shareholder, Kern Ltd is the wholly owned UK subsidiary of Kern AG, a £100 million family owned market leader, manufacturer and technology provider with 800 staff worldwide, in the high value fulfillment solutions market.

Key business successes:

- In 1995/6 Kern Ltd had a £3 million turnover with 50 staff, made a significant and consistent loss, a declining market share with a limited skills base. By the end of 1996, I had turned around the business to the point at which it was profitable, had a £5 million turnover, and was recovering market share in its core customer base within the financial services sector.
- By 2007/2008, the company had continued to grow, currently has a £14 million turnover, and become a highly successful and profitable business, with 110 staff, recognised in the industry as a customer focused innovative market leader.
- Pioneered strategic new business diversification in the UK in new markets with both existing and new customers, including software, mail sortation, and packaging; distributing and integrating a new systems portfolio from a network of international partners in the USA and Europe, achieving 20% incremental growth.
- Tripled turnover and profitability of the 38-strong after-sales and service team, restructuring from a low-tech, fixed response support group into an 85-member highly skilled electro-mechanical and software team providing 7 x 24 x 365 flexible coverage throughout the UK, across customer sites and via field and hot-desk support operations. This was an industry first and remains unique.
- Through a structured programme of strategic marketing, brand development, customer and market communications, established market and technological leadership against much larger multinational and global competitors. The company was able to maintain a 70% systems market share in its core market sector of transactional mailing, despite market contraction. Long-term customer relationships were established and maintained, including HBOS, RBS, HSBC, Nationwide and Lloyds TSB. Market share was increased to 30% with major outsourcers, such as R R Donnelly and Communisis.
- In conjunction with the parent company and other subsidiaries, implemented and led a managed global account strategy.
- Developed a 'lean manufacturing' internal consulting team providing major customers with significantly improved site operational efficiency and productivity.
- Through intensive training and skills development programmes, developed the UK team into a customer-focused technology-based workforce, with consistently high morale and low staff turnover.
- Implemented and led business improvement initiatives, such as best practice and performance measurement schemes, including ISO9001 accreditation and the implementation of a Green policy. Conducted regular customer satisfaction reviews.
- Represented the business across a wide range of initiatives, including industry forums, User Groups and trade exhibitions.

- A main Board Director of Intellect (previously the Federation of Electronic Industries) for over five years. Intellect represents companies within the information technology, communications and electronics industries, working alongside Government and private sector bodies.

**Executive Director, UK New Business
Bain Clarkson**

Bain Clarkson the premier City insurance broker, acquired during the period by the Inchcape Group.

Key business successes:

- Member of the Divisional Executive Board, responsible for revenue of £95 million.
- Headed the UK new-business team of approximately 200, based across a network of offices throughout the UK, marketing commercial insurance products to a wide-ranging customer base generating annual revenue in excess of £20 million.
- Responsible for the establishment of a comprehensive and sophisticated sales and management development training process, organising and facilitating group management development conferences, seminars, and customer focus groups.
- By identifying and targeting new markets and products, refocusing the new business team, and generating marketing initiatives achieved incremental revenue of £2 million in the first year.
- Responsible for the Integration of the Bain Clarkson and Hogg new business team.

**Deputy Managing Director
Datacard Inc**

Datacard Inc was a £20million subsidiary of Datacard Corporation Inc, a worldwide market leader and manufacturer of secure payment cards, bureau services and card personalisation systems.

- Operational responsibility for the UK card manufacturing plant and card personalisation bureau

**Sales, Service & Marketing Director
Datacard Ltd**

- Management of a 50-strong sales, after-sales service and administration team generating profitable card and systems sales in the UK.
- Negotiation of major national accounts including banks, credit card companies and card issuers. Liaison with APACS and International card brands such as Mastercard, Amex and Visa.
- Development of a marketing and brand strategy in conjunction with the US parent.
- Membership of the European strategic management group identifying and developing new products, services and strategies.

**Business Development Manager
Datacard Inc**

- Evaluation of UK market requirements and formulation of a five-year business plan and marketing strategy.
- Liaison with the US parent on European product and system requirements.

**Hong Kong General Manager
Esselte Dymo**

Esselte is a Scandinavian world market leader manufacturing and distributing office and stationery products globally, through subsidiaries and distribution networks. Esselte acquired Dymo Industries, who were a San Francisco based market leader, manufacturer and distributor of consumer and industrial labeling systems.

Key business successes:

- Marketing and distributing the full range of Dymo products and post-acquisition of the Esselte Dymo products throughout SE Asia via a network of distributors and resellers.

- The establishment of localised sub-contracted injection molding in Hong King and China for export to Group subsidiaries.
- Maximised efficiency and performance of the Hong Kong printing and assembly production facility.

**International Management Audit
Dymo Industries Inc**

Key Business successes:

- Management and financial audit of manufacturing and sales subsidiaries in Europe, South America and the far East.

**Management Accountant
Avon Rubber Ltd**

Avon Rubber is a UK Group, manufacturing and distributing industrial and commercial rubber products.

Key business successes:

- Monitoring and investigating subsidiaries' manufacturing and operational performance.
- Developing in association with external consultants, a model extrapolating and forecasting consolidated group budgets and results, specifically for the Group Financial Director.

**Group Management Trainee
RHM Bakeries Group**

RHM Bakeries is a manufacturer of confectionery and bread products.

Full-time, self-sponsored student, Derby and District College of technology, qualifying as a Chartered Management Accountant (CMA)

**Accountant, Group Services
Courtaulds Ltd, CELON division**

**Accountant
Kenning Motor Group**

**Banking Trainee
Lloyds Bank**

Qualifications

INSEAD General Management Course (3 months)

Fontainebleau Marketing Course (1 month)

Chartered Management Accountant (CMA)

Joseph Wright School of Art, Derby (to O Level)

Other relevant information

A well-traveled man, John still enjoys seeing the world, good food and wine. His recreational reading material is likely to be based around historical events. A keen deep-sea fisherman, he prefers the blue waters of the US and Mediterranean to those closer to home.