



CURRICULUM VITAE
REBECCA JANE TREGARTHEN

CAREER

National Business Development Manager March 2006 – December 2009
Capita Architecture



Capita Architecture, 420 staff, is the architectural division of Capita Symonds, the multi-disciplinary consultant owned by Capita Group.

Approached to join this organisation to raise the company profile and to generate new business as well as developing and strengthening inter-relationships across the company's nine studios in the UK.

Key achievements:

- Worked closely with the National Marketing Manager to develop the brand, improve marketing material and organise effective promotional events.
- Undertook in-depth marketing analysis and identified key target groups and demand areas.
 - Designed workshops to increase architects commercial understanding of the company profile compared to that of the competition
- Collated monthly sales information, undertook statistical analysis, identified areas for improvement and presented solutions to the Board.
- Key issues addressed:-
 - Identified where improvement could be made in the ability of architects to sell
 - Identified areas of best practice and success
 - Designed workshops and facilitated training to heighten BD expertise
 - Provided strategic input for development of BD plans
 - Introduced a selection of BD tools such as Key Account Management and telemarketing to the sales teams which resulted in increased BD activity
- Built the Capita Architecture brand through a dynamic and proactive approach to networking, attending a variety of relevant functions and events.

Business Development July 2003 - March 2006
Kier Western



Approached by a previous client from Hays to join this regional arm of a national contracting group as their Business Development Executive. The region had five offices across the SW and c. 500 employees.

The primary remit was to raise the profile within the Bristol and surrounding areas.

Key achievements:

- Generated c. £20m of new work through lead generation and building of new contacts through effective networking.
- Built a reputation for building relationships with prospective clients, heightening the brand and the services the company could offer.
- By thinking laterally, took the initiative to become closely involved within a number of high-profile professional organisations including becoming the Chair of Women in Property (SW) thereby raising Kier Western's profile.
- Improved the brand by organising several major events such as the Harbourside Tour for Constructing Excellence.

Cowlin

Marketing Officer

June 2002 – June 2003

Cowlin Construction Ltd

Worked at the Head Office of this regional contractor with over 400 staff.

From a relationship developed at Hays, identified that Cowlin needed someone to support them on HR and Marketing issues.

Designed a job description and took this proposal to the MD who appointed me into this new role.

This was a completely eclectic role and the MD gave the autonomy to identify areas for improvement and provide solutions.

Key achievements:

- Improved communications within the business by introducing an internal newsletter and gaining engagement from the various site teams to share information about their projects which reduced the silo effect within the organisation.
- Designed and implemented a new recruitment process which was more transparent and effective, reduced the time and cost per hire and increased the calibre of those appointed.
- Improved the bid process through redesigning systems and administration flow to ensure that pre-qualification documents were more effective and with this heightened the awareness of brand and identity which resulted in winning more bids.
- In the essence of appreciative enquiry, identified particularly effective processes undertaken within a specific project team and through workshops communicated these improved ways of working, which increased morale and productivity.
- Re-designed the website to better portray the company and improve the brand.
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Recruitment Consultant

1999 - 2002

Hays

Charged with setting up of the Bristol office of Hays Education. Due to success within this role was promoted to manage a larger operation within Hays Montrose, the construction arm of the group. Grew the division significantly through proactive business development, identifying the client needs and providing effective solutions.

HAYS

Head of Geography

1996 – 1999

Colston's Collegiate School

Head of Department with responsibility for motivating and developing a team of 3 staff. Taught Geography from Key Stage 3 to A' Level and managed the departmental budget and syllabus.

Colston's School

Geography Teacher

1993 – 1996

Woodhouse Grove Boarding School

Taught Geography and Humanities from Year 7 to A' Level. There were also pastoral responsibilities for a Fifth Year tutor group.

Woodhouse Grove School

Trainee District Manager

1990 – 1992

Aldi GmbH

Appointed as one of the first 9 management trainees on a fast-track development programme to manage and implement their launch into the UK. From initial training in Germany (in German), progressed rapidly to managing a store supporting 20 staff.



OTHER RESPONSIBILITIES AND PROFESSIONAL MEMBERSHIPS

- Past Chairman of the SW Branch of the Association of Women in Property
- Current Chairman of the Bristol Constructing Excellence Club
- Member of the SW Constructing Excellence Regional Advisory Board
- Former school governor for Bristol LEA
- Fellow of the Royal Society for Arts, Manufactures and Commerce (RSA)

INTERESTS

- Horticulture/gardening
- Photography
- Great conversation – and food and drink