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PROFILE SUMMARY

I am an experienced marketing manager with a successful track record over 8 years across a range of disciplines and industries, including pharma, automotive and IT. I have lead teams of up to 12 direct reports as well as managed cross-functional groups. Work experience ranges from taking a product line from birth to maturity, justifying new product development investments, determining new product requirements, developing sales forecasts and product pricing, as well as launching new products into the marketplace. I have a proven ability to manage key account relationships and large-scale projects. I am comfortable presenting to senior management, managing key customer relationships, training / assisting channel partners, and coordinating the activities of regional managers.

MAJOR ACHIEVEMENTS

- Developed a new indirect channel strategy for an automotive parts dealer
- Grew the online business from 17% to over 32% of national sales, with no direct sales erosion
- Create a partner forum for channel distributors which increased supply chain collaboration across the portfolio
- Reduced above the line spending by 25% by improved supplier negotiations and contract terms

KEY SKILLS

- Online marketing expert around product catalogues and online pricing tools
- Thorough knowledge of channel and direct sales promotions
- Ability to communicate on various levels with advertisers, partners, corporate clients and media contacts.
- Capable of EDM and advertising layout and design work
- Proficient in advert and mailer copy writing as well as event organising

PROFESSIONAL EXPERIENCE

Marketing Director, INTERFAX TRADING LTD

Jul 2005 to Present

London, United Kingdom

Roles & Responsibilities

My responsibilities include:

- Market Analysis - identifying new markets, researching the sales potential and developing a market entry strategy
- Marketing Communications - developing a series of on line and traditional marketing materials for each of the three business units (Application Consulting, Technical Services, Remote Development)
- Team management - I have 6 direct reports and 24 in the team in total.

Achievements

Over the past 3 years I have been fortunate to achieve many milestones.

- I developed a completely new brand strategy for the group as part of our business transformation process
- I oversaw the implementation of a new CRM system implementation in 2007
- I was identified as a Business Achiever in 2006 and invited along with the Sales Achievers on their annual overseas event
- I was appointed to the main board in 2007

Marketing Manager, ABC COMPUTER SERVICES LTD

Sep 2001 to Feb 2005

Liverpool, United Kingdom

Roles & Responsibilities

As a manager of 3 staff I had the following key responsibilities:

- Establish Brand guidelines and handbook for agencies
- Create working procedures for marketing campaign management
- Ensure all marketing plans are delivered to time & budget
- Report into the Managing Director on all marketing activities
- Liase closely with the sales team in co-ordinating marketing plans & sales activities

Achievements



The key achievements in my time with ABC included:

- Launch of a new product line into the market and channel partner community
- Re-branded the entire online business
- Established an online product catalogue and direct sales channel
- Increased online sales from 5% to over 22% in 2 years
- Represented the company at numerous trade shows and industry events

QUALIFICATIONS

Master's Degree, Business Administration

May 2003 to Apr 2005

PRESTON MANAGEMENT INSTITUTE, United Kingdom

Diploma, Business Studies

Sep 1986 to Jun 1988

LEEDS BUSINESS COLLEGE, United Kingdom

This course provided an excellent grounding in a broad range of business skills.

- Marketing
- Finance
- Human Resources
- Logistics

The course combined study and vocational training across the two year period so I was able to practise my skills as I learnt them.

Bachelor's Degree, Business Studies

Sep 1978 to Sep 1980

LIVERPOOL UNIVERSITY, United Kingdom

The degree course had 2 major components;

- International Marketing - this element exposed me to a wide variety of industrial and consumer based marketing concepts. It also covered various marketing channels both above and below the line. The module required me to complete a 3 month placement with an international corporate in their marketing dept. I was selected by Hewlett-Packard to join their UK/European marketing communications
- Corporate Finance - detailed studies of various international companies and their financial structures provided an excellent insight into corporate funding, strategic financing, mergers and acquisitions. I completed a 3 month placement at AIT

PROFESSIONAL CERTIFICATIONS

Marketing

Mar 1991

CHARTERED INSTITUTE OF MARKETING, United Kingdom

My Certificate number is CIM3455#rt5

LANGUAGES

Language	Written	Oral
Spanish	Intermediate	Intermediate