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PROFILE

A confident and accomplished **Business Founder and Owner, and Managing Director.**

Expertise in:

Partner negotiation, franchise in-country development, product supply chain, business strategy, procurement, facilities, operations, inventory, administration, contract / project, HR, risk management, logistics.

Has a highly developed skill set in **P&L management, customer service, large budget team and business control, project management, financial forecasting / control and accounts / sales retention and growth.**

Highly effective, astute and resourceful in communicating at all levels including new and existing customers, all stakeholders, in-house teams, external contractors (legal understanding and co-ordination) and suppliers. Effective both working alone or as part of any team, wide-ranging expertise in both.

Considerate and approachable. Displays a maturity and balance, fostering a good work ethic and morale across any range of personalities and skill levels. Passionate about the delivery of world class customer service and results.

Values: excellence, passion, integrity, creativity, quality.

KEY SKILLS & EXPERTISE

- Understands customer care and retention across all supply channels and account management and development - tracking multiple corporate accounts to highlight potential improvements
- Specialist in sector P&L management, reporting and proactive/reactive control
- Specialist in managing product lines for accounts
- Expert in collating, presenting and reporting detailed accounts' progress updates and improvement proposals in-house and to clients
- Key strategist: plans, delivers, implements and oversees strategies to optimize business performance and productivity
- Experienced and assiduous contracts negotiator

CAREER HISTORY

GraphicMail Ltd - Cramlington, Northumberland <http://graphicmail.co.uk/>

Mar 2005 - Nov 2015

Founder & Technical Director

Responsibilities

Following successfully negotiating with the South Africa-based license holder to expand their proposed reseller account, established GraphicMail in the UK

Expanded the UK operation, leading it, in 10 consecutive years, to become the leading country partner for customer satisfaction, revenue and email sends: increased revenue to £460k, sends = over 300 million per year

Over 10 years, adjusted the marketing focus and protocols to promote the country partner model globally resulting in 23 other country partner territories in Europe, China, USA, Canada, South America, South Africa, Australia, New Zealand and Pakistan . All were managed by other independent Country Partners using the UK model

Became the first Country partner to be certified to sell and support the new marketing automation software (SharpSpring), thereafter continuing to train all other sales & support staff members to certification

Achievements

Following consistent YOY outperformance of all other country partners in the network, the business was acquired in November 2015 by SharpSpring, Inc. (NASDAQ: SHSP)

Ultimate Body Nutrition Limited - Newcastle

Sep 2012 - Apr 2013

Co-founder & Managing Director

Responsibilities

Co-founded the brand to provide custom ranges of fitness supplements supplied exclusively to retailers across the North East

Sourced and worked closely with suppliers and designers, supervising all design, branding, packaging, marketing and advertising material
Designed the e-commerce store and continuous, developing online promotional marketing including social media campaigns **on all major platforms: Twitter, Facebook, blogs etc.**

Achievements

Following consistent, sustained growth, the business was acquired in 2013

Rhinox Limited – Newcastle

Aug 2010 - Apr 2013

Co-founder & Managing Director

Responsibilities

Developed the sports and fitness supplement retailer to communicate with and educate customers in sports/activities'-specific nutrition

Developed, with and for clients, bespoke supplement regimes, taking into account specialist dietary requirements and medical conditions

Worked with clients to teach them the efficiency of their workout/diets and which supplements would optimize performance

Created and launched 'Team Rhinox' to identify professional athletes who required sponsorship and assistance: resulted in focused advertising which raised the corporate profile image

Following 3 years of sustained and highly positive growth, the business was acquired

Achievements

Seasoned entrepreneur, creating viable organisations to a salable commodity

Helmsman Limited - Newcastle

Oct 1999 - Jul 2007

Co-founder & Operations Director

Responsibilities

Following market research, established this niche business to provide SMEs with cost effective B2B and B2C lead generation using cost-effective telemarketing

Communicated effectively with the Sales Director to ensure correct client representation: following site visits, clients' questionnaires developed into a telephone script and presentation, communicated to agents to plan their schedules

Coordinated workflow with telemarketing supervisors: reviewed client requirements and planned agents' schedules accordingly

Managed all HR: sourcing, recruitment, training, coaching, PDPs, KPIs

After significant, long-term development, business was acquired in 2007

VersaTILE – Newcastle - General Manager

Sep 1997 - Sep 2000

MEMBERSHIPS

Institute of Sales & Marketing Management

Gold Member, Federation of Small Businesses

Member of the Telegraph Business Club

PADI Pro Member – DiveMaster & Master Scuba Diver

EDUCATION

HND in Business Information Technology - Northumbria University – Newcastle upon Tyne

VOLUNTEER ACTIVITIES

Business Mentor, Kings Priory School, Tynemouth <http://www.kingsprioryschool.co.uk/> 1998 - 2000

Requested by Barclays Bank Business to Mentor Students in business and entrepreneurship, marketing and sales techniques

Corporal, Royal Military Police(TA) - HM Forces <http://www.rhqrmp.org/index.html> Jul 1994 - Sep 1997

Trained in General Police Duties (GPD) and combat-ready training covered by the Royal Military Police basic training

Extra training and experience was gained in evasive driving techniques, close protection, criminal investigations