

The Russam GMS NEDworker Initiative – Case Studies

A NEDworker is a senior, experienced independent business executive who works closely with an SME Managing Director sometimes as a Non-Executive Director but mainly as a Consultant operating at Director and strategic level on very much a part-time basis. The definition includes categories of Executives known as "Critical Friend", "Close Advisor", Mentor or, sometimes, Coach. The role does not include any routine line or staff management responsibilities but will include some one-off senior projects which the CEO deems best do-able at CEO level.

Here are just three of the scores of senior executive profiles available under this Initiative.

CASE STUDY -TJ - Glos - 21126

In 2002 I was invited onto the Board of C. Ltd to provide support to this small but growing business which had significant technical and market expertise but little corporate experience. Initially I was involved in tasks such as mentoring the Sales Director on strategic marketing plans, raising growth funding and managing the process of recruiting a new CEO. At the Company's invitation I managed the acquisition of assets of a related business out of administration, including all legal aspects, and ensured that the business was protected from liabilities such as TUPE. Later, I stepped in as executive Chairman to coordinate (where required) and manage the trade sale process. A US major purchaser was found and I managed the negotiation process and liaised with purchasing and selling parties. This was a phased earn out deal which provided continuing employment for the executive team and a return of several times cost to the investors and founders

CASE STUDY - TH - Devon - 12434

I originally became associated with the small valve company "T. Ltd" through some work that was EU equity funded. The objective at that time was to introduce lean manufacturing principles. However, the new, young MD and I really gelled to the extent that I have been acting as mentor for over 3 years, through the development of financial plans, sales plans, business development channels, as well as the acquisition of a small foundry and introduction of ERP/MRP. The company has had an export-driven 30% annual growth rate to over 30 countries and is presently running at full capacity.

CASE STUDY - GB - Hants - 12762

In helping to set up an Adventure Sports Holiday Company, I determined that the business owners were proficient in setting up and organising the operational aspects of the business. Therefore my chief concerns were to ensure good corporate governance, strong administrative procedures and sufficient investment from both the bank and business angels. The business has made exceptional growth, winning the 2008 Dame Anita Roddick Young Entrepreneur Award and remaining in good shape through the recession!

Happy to talk with you about
our new Initiative.

You can read more about it on our website
www.russam-gms.co.uk

An alternative route is to put
"NEDworker" into Google www.google.com -
We are the first non-paid-for item.

Or call Charles Russam on
0845 658 1717