

# Mentor Profile

**Mentor Name**      **Ian M Brown**

## Pen Portrait

I have extensive SME and large business experience, having successfully progressed through technical field sales, sales management, general management, executive directorships and CEO positions in mechanical and electronic manufacturing sectors supplying a multitude of industries in the UK and rest of the world. My approach to business is very much market and customer focused, whilst at the same time ensuring that the needs of the business and its other internal and external stakeholders are met and exceeded.

## **What is your greatest achievement so far?**

Starting and developing a manufacturing business, and building and developing a team of people that resulted in sales of £3M+ and profitability consistently exceeding 15% Return on Sales and at the same time studying and achieving my MBA.

## **Name an organisation (other than your own) that you see as the perfect one and why?**

In my view a perfect organisation is one that is market focused and looks after the interests of all of its stakeholders, including customers, staff, suppliers, investors and local community. There is no one example that I have, but well known companies that I believe fulfil all or most of these criteria include: John Lewis Partnership, Rolls Royce Aerospace and EasyJet.

## **Name a business leader that you admire and why?**

James Dyson, because of his determination and against the odds he turned his revolutionary vacuum cleaner invention into a market leading position and household brand, and his company into a successful, profitable, innovative and global enterprise.

## **Why are you passionate about mentoring?**

I passionately believe that mentoring is the most effective way to help business owners and senior managers to objectively "see the wood from the trees" through identifying and exploring options, together with support and encouragement from an impartial and experienced business person who understands the difficulties and loneliness that business people experience.

## **Who or what has been your greatest inspiration?**

Too many to be specific, but anyone who has overcome great odds / barriers to succeed whether it was in business or life in general.

## **Professional Qualifications:**

2010      SFEDI / ILM Diploma in Business Support  
2009      Certificate of Lifelong Learning in Leadership Capability, (Distinction)  
2009      CMI Diploma in Strategic Business Coaching  
2006      Member of the Institute of Consulting  
1996      Master of Business Administration (MBA), Warwick University

## **Experience:**

In addition to my business experience I have been a Mentor for five years and have successfully assisted company owners / directors in the following sectors:

- Electronics manufacturing
- Charity
- Photography
- Security
- B2B Marketing
- Tourism
- Renewable energy

I am also an experienced business adviser and business coach and have successfully advised pre-starts, start-ups and established businesses with sales' turnovers up to and in excess of £20M.

## **Skills and Expertise:**

My skills and expertise in the field of General Management comprise:

- Leadership and business management
- Company organisation and restructuring
- Analytical skills and problem solving
- Change management
- Sales and marketing
- Financial planning and management
- Fund raising
- A sense of humour!