

Mentor Profile

Mentor Name Ignor Humphrey

Pen Portrait

A disciplined, compassionate and results oriented marketing, sales, change management and business growth mentor, with considerable experience and success of achieving results through team building, leadership, target and performance analysis.

Experienced in multinational and owner / entrepreneurial organisations at board room and shop floor, at providing both the reasoned challenge for change and the supportive, nurturing encouragement required by individuals and groups to focus on and achieve their personal / collective deliverables in the agreed timescales.

What is your greatest achievement so far?

- Investment Property _ Turn Key project: Plan, search, acquire, develop, and operate £1.2m portfolio delivering stable recurring rental income of £120k. TROCE of 10%.

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

- The BBC. Holds governments of all complexions to account. Most respected worldwide broadcaster and information provider. Delivers fantastic value to subscribers.

Name a business leader that you admire and why?

- Steven R Covey. The 7 habits of highly effective people.
- Julian Assange of WikiLeaks. For exposing the antidemocratic and dishonesty conduct of

Why are you passionate about mentoring?

Enabling people to climb their own mountains, solve their own problems and succeed in their own lives, most often helping others along the way is immensely fulfilling.

Who or what has been your greatest inspiration?

Dale Carnegie.

Professional Qualifications:

Ashridge Management College. Leadership & Management Courses.	1996-1998.
Lausanne Business School. World Gold Marketing Programmes.	1985.
Polytechnic of Central London. - Diploma in Marketing. (Evening study.)	1982 - 1984.
Kingston Polytechnic. - BA(Hons) Business Studies. Marketing option.	1970 - 1974.

Experience:

IH. Consulting.	Self employed business consulting / mentor.	4.2004 to present.
Totemic Ltd.	Dot com. Insolvency & debt management. Director – Paylink Trust.	1999 – 2004. 2000 – 2002.
NatWest Bank Group.	Senior Manager. Retail and Corporate banking.	1988 - 1999.
International Gold Corporation.	UK Jewellery Division Manager.	1985 - 1988.
Bally Group UK.	Group Marketing Services Manager. Advertising & Promotions Manager. Graduate Management Trainee.	1981 - 1985. 1977 - 1981. 1975 - 1977.
Glaxo Smith Klyne.	Sales Management Trainee.	1974 - 1975.

Skills and Expertise:

Commercial and consulting.

- Investment Property _ Turn Key project: Plan, search, acquire, develop, and operate £1.2m portfolio delivering stable recurring rental income of £120k and ROCE of 10%.
- Property Letting Services: 19% increase in sales, 18% reduction in employment cost, 284% increase in pre tax profits.
- Root vegetable supplier to top 5 UK grocers: Nurtured strategic thinking, research and target acquisition / partnership to deliver good fit diversification, Yr 1. new sales. £ 1.6m.
- Leading specialist high power semi conductors : Drive sales and margin analysis and targets to focus on profitable products and markets.Yr1. Net sales earnings growth of £2.8m. + 262%.
- Event catering: Offer change management and performance reporting protocols for culture and systems change. Cost control / measurement / management / reduction. Empowerment through delegation with job spec / authority / accountability / target based reporting.
- Bio degradable packaging. Established manufacturing capability in HMP Service environment then leading customer relationship management with top UK grocers.

Business Development / Client Management.

- Secured use of internet database & communications system with M&S, HBoS, Barclays, GUS and others to grow debt referrals by 8 times in 1st year, 6k cases - £4.0m.
- Established as 1st choice provider of debt management services and solutions for Police & Armed Services to provide c. 1500 referrals pa.
- Increased sales revenue by 250% to deliver annual income target of £120m through customer segmentation and targeting for 500 Personal Banking sales teams.
- Established telephone cold calling teams to increase leads by 300% in Personal sector and delivered 2,000 new business introductions in the Commercial sector.
- Relationship Manager responsible for new Outsourced payroll provider and sales team. Delivered on target performance for new business income in the first year.
- Managed Saturday Banking programme - increased sales income by 50% in year 1. to £2.5m.
- Recruited and managed commission earning sales team that delivered £104m of Gold sales.
- Negotiated a £1m advertising campaign with Ratner Group.
- Developed Retail Franchise and shop in shop scheme to over 100 units in 5 years by working with major customers.

Product Development.

- Established internet portal site for Affinity Group Services & web trading.
- Initiated Financial Services customer 'fact find' product and procedures that achieved 100% acceptance in the first year and contributed significantly to new sales income and compliance.
- Managed and developed a new banking product packaging programme for Solicitors.
- In co-operation with major UK Jewellery retailers and manufacturers created a 110 piece fine gold range that secured 30% market penetration in year 1. - sales of £105m.
- Responsible for manufacturing a range of men's shoes in pioneering circumstances.
- Responsible for Marketing materials design and production. Budgets of £1m.

Change Management.

- Lead Manager with Boston Consulting Group to establish new working methods for Personal Banking Manager teams to drive out 30% (£15m) of costs and drive in efficient selling behaviours to sustain substantial annual target increases.
- Established a performance culture in Stockbroking, Insurance, Mortgage and Investment Companies by driving clear lines of accountability, target reporting and corrective action programmes.
- Developed sales volume growth strategy for Gold to include Retail supported merchandising programmes, underpinned by product and design development that delivered consumption growth of 60% over 4 years £36m.