

Mentor Profile

Mentor Name **John L Spears**

Pen Portrait

Sales & Marketing professional with extensive experience in fast moving consumer goods market having been trained by leading UK blue chip companies. Several years experience working with small businesses and achieving growth, success and profitability. Have devised strategies to overcome problems and issues faced.

What is your greatest achievement so far?

Taking key role in family owned business and creating 'world brand' recognition and success.

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

W L Gore (Goretex) for their policy of flat organisation with communication and accountability to each other.

Name a business leader that you admire and why?

Sir Terry Leahy for his growth, expansion and vision for Tesco.

Why are you passionate about mentoring?

Believe small businesses have key role to play in the future growth of the UK economy.

Who or what has been your greatest inspiration?

Theo Paphitis of Dragons Den for his beliefs and mentoring skills in turning both his own acquired companies and those in which he invests into a success.

Professional Qualifications:

Attended numerous Sales, Marketing and Senior Management courses throughout my business career.

Experience:

As Company Director for 20 years with Henri-Lloyd, I made a significant contribution to the development of the 'brand' to achieve substantial growth and profitability for the company. Have worked with numerous small businesses as Mentor/Consultant, helped resolve 'day to day' problems, formulate business plans, achieve stability, growth and profitability. Helped businesses win 'Best Small Business Awards'.

Skills and Expertise:

Business Planning and Systems, Wholesale Sales, Retail Store Management, E-commerce (e - catalogue), Commercial Awareness, Customer Relationship Management (CRM). New 'Start Up' Businesses