

# Mentor Profile

**Mentor Name**     **Margaret Berrill**

## Pen Portrait

I am a versatile, motivated, well qualified general manager with corporate and SME experience. With a successful track record in Finance, Operations and Sales & Marketing, I left corporate life for a marketing role in a national charity. Now self-employed, I help others improve their businesses through consulting work, training, coaching and mentoring, as well as teaching management qualifications.

I am passionate about good leadership and life-long learning.

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

Successfully renegotiating and retaining a £5m p.a. contract after business changes meant that the existing service was not sustainable

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

Virgin – it's a very interesting, high profile model of entrepreneurship and success that is not afraid to admit when it makes mistakes.

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

He surrounds himself with good people who stay a long time, and seems to have developed a model that encourages innovation and maximises performance for stakeholders.

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

We all need a sounding board - someone who can help us to look objectively at our work and think beyond the day to day.

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

A Finance Director when I was in a middle management role, who helped me to recognise my capabilities and empowered me to stretch up and achieve greater things.

### **Professional Qualifications:**

Date	Awarded by	Qualification
2010	University of Coventry	Certificate of Lifelong Learning with Merit in Leadership Capability
2010	Chartered Management Institute	Diploma in Strategic Business Coaching
2009	City & Guilds	Preparing to Teach in the Lifelong Learning Sector (PTLLS)
2009	OCR	V1 NVQ Verifier Award
2006	OCR	A1 NVQ Assessor Award
2001	Institute of Direct Marketing	Diploma in Direct Marketing
1996	Institute of Direct Marketing	Certificate in Direct Marketing, with Credit
1993	University of Leicester	Post Graduate Diploma in Management Studies, with Credit
1985	Association of Accounting Technicians	Advanced Financial Accounting, & Audit
1984	B/TEC	HNC in Business & Finance
1972	Oxford Board	7 GCE 'O' Levels

### **Experience:**

Working with SMEs in a wide range of sectors in a mentoring capacity

Coaching business owners and senior managers

Managing projects

Setting up a new department in a College; building and training a whole new team of lecturers, and assessors, developing a new qualifications suite for leaders and managers.

Managing a major operational unit with 400 people spread over 40 sites, with a £5m staff budget, & fleet of vehicles

Leading a national Business Process Improvement project, achieving a 60% cycle time reduction

Managing Key Accounts and Corporate Clients like Boots, Marks & Spencer, Alliance & Leicester

Producing business plans, marketing plans, operating plans, implementing tough credit policy

### **Skills and Expertise:**

Strategic Business Planning; People Management; Marketing; Financial Management and Budgeting; Key Account Management, Performance Monitoring.

Working with people to achieve business goals.