

Charles Richardson



Address

5 Cleaves, Foundry Road, Abersychan,
Torfaen, United Kingdom, NP4 7EP.



Personal Statement

I am considered an expert level Business Advisor, with over 28 years of business ownership in industries as diverse as Manufacturing, software development to water bottling.

I am also qualified to a SFEDI Level 5 in Business Mentoring which gives me a high-level range of business skills including legal, intellectual property to business marketing.

I have a background in turning around underperforming sites and businesses and use a process of problem identification to solution implementation to create a turnaround strategy.

I have created an industry award winning customer service program of "exceptional is the new standard" which is delivered by developing the team to become Brand Ambassadors for their employer and help them to see that exceptional Customer Service is not a chore but is an essential requirement of their role and this program has helped turnaround a number of low customer satisfaction businesses.



My Hobbies and Interests

I am tech savvy so I like to keep myself up to date with modern technology this helps me to understand how to use technology to develop work and home life.

I have a curious nature which means that I am always self-educating myself so that I address any skill gaps that I have identified.

I have a keen interest in British History and regularly contribute to sites such as Quora on British history, Canadian Culture, E Commerce, Business Start Up, Marketing and intellectual property management.

I am very interested in software and I am a regular gaming fan and I use this as a way of relaxing and unwinding which has helped me with researching my wife's software business.

I find business and the opportunity it gives people to improve communities extremely enriching, so I am always reading magazines, books and news articles as to how businesses evolve and develop.

I am also a huge comedy sci fi book fan and I love reading the books of Douglas Adams, Terry Pratchett and Rob Grant.

I also enjoy taking my two Labradors on long walks which has enabled me to see places and things I would have missed if I had been less active.



Volunteering

I am driven to working and supporting local community initiatives so I currently work as Treasure and Trustee of 1st Garndiffaith Scouts, Cub and Beavers and I am also Treasure of the Cancer Research Relay for Life Pontypool charity organisation.



Email

charlie@timebanditsbc.co.uk



Mobile

Business

+44 0 1495 773433



Web Address

www.timebanditsbc.co.uk

Social Media



@timebanditservices



charlesrichardson@outlook.com

References

Available on request.



Employment History

Purely Foods

Managing Director

Sept 2018

Timebandits 3d

Managing Director.

July 2019

Timebandits Consultants

Managing Director.

March 2017 to Present

Timebandits Games

Managing Director

June 2015 to Present

PeoplePlus Cymru

Business / Enterprise Advisor

June 2013 to March 2017

Purely Disposables

Marketing Director

June 2014 to present

Co Operative Foods

Store Manager

October 2011 to February 2013

Big Apple Drinks Company

Managing Director

May 2001 to October 2011

Big Apple Vending Company

Managing Director

May 2001 to October 2011

Big Apple Catering Company

Managing Director

May 2001 to October 2011

Big Apple Water Company

Managing Director

May 2001 to October 2011

Total Fina Elf (Now Total Fuels)

Feb 2000 to Apr 2001

Area Manager

Big Apple Foods

Jan 1998 to Feb 2000

Managing Director

First Motorway Services (Now Roadchef)

Jan 1996 to Jan 1998

General Manager



Education

2015-201

Training (In Progress)

Google - Product Design, app monetisation, rapid prototyping, app Marketing, get your start-up started.

Hewlett Packard – Business communications, Effective presentations, effective leadership, Design thinking, strategic planning, social entrepreneurs, basics of financing, profit and loss, finding finance, cashflow, sales forecasting, social media marketing, unique value proposition, your target audience, selling online, effective business websites, marketing benefits vs features, setting prices, maximising capacity, Managing contact information, customer relationship marketing, inventory management, energy efficiency, IT for business success & hiring staff.

Cardiff University

Media Relations, Copywriting, Website design and management, writing for the web, setting up and managing AdWords, Google Analytics, Search Engine Optimisation, Developing a communication strategy & Digital Marketing

University College London

Setting up a digital business & size up your idea.

Founder Centric London

Develop & manage a digital product, understand digital marketing channels, how to track performance in early stage start up, run a digital marketing campaign, how to manage customers.

University of Cambridge

Make a marketing plan.

Judges Business School

Build a brand & master finance for your business.

Digital Business Academy

How to use social media for business.

2014 to 2015

SFEDI	NVQ 5 Certificate in professional business and enterprise support services
Maybo	Safer work and Conflict Management.
A4e	Safeguarding Equality and Diversity in Practice Anti-bribery and Corruption Anti-Money Laundering Data Protection and Information Security. Health and Safety Whistleblowing Anti-Fraud Data Protection

2011 to 2013

Co Operative Academy	Employment Law. Employment motivation and engagement. 21st Century Leadership. Health and Safety
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2006 to 2007

Oxford and Cambridge & RSA	Level 1 in computerised accounts.
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1984 to 1991

Fairwater Comprehensive	CPVE Distinction in Services to People, Information Technology, Business, Accounts English B, Mathematics A, Physics A, Law A, Business Studies A
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Skills

Strategic & Operational management experience gained at a Director level.

Organisations skills including role allocation and effective person to task allocation.

Team Development and Advancement.

Ability to manage varied national and international business operations.

Socially minded business approach that improves the businesses prestige and image on a local and international reputation.

Experienced in building strong positive relationships with different organisations on a local and international level.

Proven track record in building and developing business strategies to enable growth.

Problem to solution orientated way of managing businesses to address business issues in an active and not reactive way.

Innovative approach to business that fosters and develop an inspirational business that creates a team of brand ambassadors.

Extensive leadership and experience of developing future leaders.

Ability to train people to adapt to change and see change as a positive inevitable part of business life.

Skilled in identifying profitable product lines and adapting underperforming product lines.

Skilled at-risk assessment

Creative thinking which enables me to find more effective ways of working, reducing process to improve performance.

Analytic solutions-based way of thinking.

Ability to identify trends and gaps in the market to create successful businesses and future business expansion.

Performance Management in a positive way to encourage performance improvement, delivered in an individual way.

Staff Management including assigning duties, training, people development and motivation.

Experienced in B2B and B2C management.

Managing staff to increase sales and ensure store efficiency while creating Brand Ambassadors of the company.

Analysing figures to find ways of reducing spending and increasing revenue.

Experience of managing high number of staff members.

Developing, researching, pricing and implementing marketing strategies.

Budget management.

Shrinkage and stock loss reduction.

Skilled in accurate record keeping to keep to compliance targets.

Experienced in ensuring all corporate procedures are adhered too.

Experienced in customer service, sales team management and developing a can-do approach.

Ability to manage KPI's.

Ability to inspire staff members to achieve exceptional customer service.

Experienced in brand management and brand led compliance.

Experienced of encouraging and developing a social engagement model on a local level.

Complaints resolution and experience of customer led brand ambassador's creation.

Space and planogram compliance management.

Experienced in turning around failing or struggling businesses and underperforming divisions.

Trained in understanding and analysing financial statistic to identify the health of a business.

New product development and Project Management for concept to implementation.

eCommerce development and social media management.

Knowledgeable in International purchasing and importing.

Proven track record of customer satisfaction and exceptional exit survey results.

I am enthusiastic about people which helps me to inspire and develop people.

I love to overcome hurdles and see challenges as a positive experience that helps me to self-improve.

I thrive when working with a team & enjoy contributing to shared goals.

I am self-reliant and able to work effectively uninstructed.

I always monitor my own performance and I am happy to receive constructive criticism and adapt from it.

I have excellent computer skills and am constantly keeping them updated.

Proven track record of business development from concept to implementation and sustaining.

Background on developing marketing strategies with tight budgets.

I have refined organisational skills and I am very effective at prioritising.

I have won many company awards for customer service by encouraging a system of service before task.

I have helped developed people to create a culture of a " no problem " approach to customer service.

I am adaptive to the individual but I have an uncompromising approach to standards and service.

Adaptable and adjustable approach to build strong relationships and improve team development.

Experienced at negotiating intellectual property.

Experienced in assessing risk and compliance with health and safety legislation.

Experience of international company operations.

Skilled in building & developing links with governments & non-governmental organisations.

Skilled in forging reciprocal links with the community to improve brand image and awareness.

Self-Motivated and very directed but able to deliver this in a way that encourages the team to feel ownership of the business and its direction.

Skilled in business financing.

Skilled in new business start-up and development.

Skilled in crowdfunding.