

An experienced business leader and former PGA Professional Golfer with a wealth of experience leading companies in both start ups and turnarounds in the Recruitment, Sales, IT and Sports Industry with 6+ years at Chief Operating Office and Managing Director level. A business leader whose strengths lie in operations and strategy, empowering their people and leading from the front.

Focused on growing businesses organically, ethically and profitably by being a creator of innovative business solutions for both the manufacturing and education talent acquisition markets. Extremely knowledgeable in all wider HR services and business operations with a key interest in employee well-being and career planning and progression. Passionate about creating and growing brands and embracing all modern platforms to enable personal and professional progression amongst teams and individuals.

After 16 Years away from the Golf industry, I am looking to return to it with a wealth of additional knowledge gained from working in and running multi-million-pound businesses that has touched on numerous sectors and industries across the world.

### **Career Achievements**

- Senior leader of two £1,000,000+ turnover companies.
- Builder of brands from concept to profit.
- Creator of innovative solutions that were embedded into major manufacturing companies.
- Strategic lead for a fast-growing recruitment firm which led to a successful buy-out.
- Accomplished sales professional at all levels from SME through to blue-chip.
- Played professional Golf for 10 Years winning 10 Tournaments

### **Golf Career Summary and Achievements**

- **Turned Professional aged 18 off a scratch handicap.**
- **Became PGA Qualified aged 22.**
- **Played on multiple mini tours and regional tours, winning 10 events across the UK and Europe.**
- **Forged a reputation as an expert club builder specialising in custom fitting and club repair.**
- **Taught countless golfers from beginners to touring professionals**
- **Worked extensively in Private member golf clubs learning all elements of running a golf club from the professional shop, competitions and Handicaps, Societies, memberships and commerciality.**
- **Worked in Golf Retail for Direct Golf UK and American Golf**
- **Worked as a Area Sales Manager for Hi-Tec Golf Shoes during their largest period of growth following Padraig Harrington Open victories. I worked with the R&D team, The Finance and Accounting team, Managed 100+ accounts across Scotland with £500,000 turnover. I was heavily involved with all industry events including golf shoes and stands at The Open and UK based European Tour Events.**
- **Set up my own golf retail and events management business in Edinburgh which was marketed as a 'high street pro shop'**
- **Organised and ran numerous golf events including golf days for the banking sector in Edinburgh that had £100,000+ budgets**
- **Returned to the amateur ranks in 2015, currently hold a 1 handicap while serving on the C&H committee and Managing the Junior Section.**

### **Career History**

**December 2019 to Present – Owner**

**Just Food Recruitment Ltd  
Aurora Samuels Associates**

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Two recruitment brands, one operating in the Food Manufacturing senior space, and the other providing a generic recruitment service and a Rec 2 Rec Headhunting service.

#### **Responsibilities:**

- Growing the company in a sustainable, profitably, and compliant manner while also aiming to disrupt the competition.
- Operational lead for all strategic business and people decisions.
- Handling all internal recruitment, onboarding and training then hiring line leaders to take on this responsibility.
- Working alongside the Chief Commercial Officer in the winning of new business and the implementation of new contract wins with both remote and on-site solutions.
- Leading all purchasing decisions from company cars and mobile solutions, through to new CRM's and job boards.
- The companies lead name on the newly awarded GLAA license, the final assessor for all company and candidate compliance regulations.
- Debtors' management and cash flow management.
- Managing the company through the Covid-19 Pandemic.

#### **Achievements:**

- Successfully grew the company as challenged to and facilitated an Investor buy-out for part of the business.

- Creator of the “mini-perm” business model, an alternative to the standard temporary staff solution, that was rolled out into The Compleat Food Group (Addo), Cranswick, Avara and Cerealto.
- Built a £1,000,000 turnover company within 3 years
- Grew a workforce to 20 and managed them on a remote basis as they were spread across the country working remotely or on onsite.
- Headed up a Senior Exec Permanent brand that billed £350,000+ in it's second year.
- Successfully awarded the GLAA license first time and have remained audit compliant throughout.
- Ensured we remained a going concern through all Covid-19 lockdowns and grew the company when others were furloughed and closing.

### **September 2017 to December 2019 – Managing Director**

### **AIM Recruitment**

An interim specialist recruitment agency specialising in senior placements within the food manufacturing industry

#### **Responsibilities:**

- Working under the husband-and-wife owners, tasked with taking over all elements of the business from operations, sales, talent management and strategy.
- Growing the team and target markets to introduce a permanent solution and an international solution.
- Switching the strategy from ad-hoc account management to attaining tier 1 on numerous major PSL and RPO contracts within Food Manufacturing industry.
- Reviewing all the companies operating procedures and changing the way that the teams were targeted and bonused.
- Managing all HR and Talent requirements internally including talent acquisition, performance management, training and development.
- Ensuring all staff remain motivated and engaged throughout challenging trading periods such as Brexit and Avian Flu.
- Reviewing the companies work/life balance to improve the teams mental-wellbeing and effectiveness.

#### **Achievements:**

- Reviewed the charge structure across the business to stay ahead of competitors and to enable we remained a financially affordable option for our clients.
- Achieved both sole supplier and tier 1 status with some of the UK's largest FMCG Manufacturers.
- Achieved 102% of 2018/19 GP budget.
- Doubled the size of the recruitment team while ensuring all consultants remained profitable within their first 6 months.
- Personally billed circa £500,000 GP in Senior exec interim and perm.
- Reviewed and implemented a new CRM, changing from File Finder to Vincere, and managed the data migration while ensuring the company could continue with business as usual.

### **March 2017 to September 2017 – Head of Sales & Purchasing**

### **Value Licensing**

A license reseller of pre-owned Microsoft volume software licenses.

#### **Responsibilities:**

- Reviewing and working with an underperforming sales team.
- Completing a full gap analysis of all staff and creating individual coaching plans to improve performance.
- Undertaking a complete review of operating practises including account management and after sales care.
- Creating a sales and purchasing strategy that was aligned enabling 100% fulfilment of orders.
- Researching new markets to enable growth for both sales and purchasing.
- Managing all large-scale transactions and clients.

#### **Achievements:**

- Employed a marketing manager to improve the companies branding and social media presence.
- Created a new Public Sector desk. Headhunted an account manager to join and launch the new offering.
- Brought in Lead Forensics to improve the website and communication analytics to improve our lead to sales conversation rates.
- Negotiated large volume sales with DHL and Heineken which included international travel and large scale purchases and sales happening simultaneously due to poor company cash flow.

### **September 2015 to March 2017 – Head of Division**

### **Teaching Force**

A start up Primary and Secondary school education recruitment agency focusing on long term and day to day education recruitment solutions.

#### **Responsibilities:**

- Tasked by Bridgepoint/Protocol FE to build for them from scratch an education recruitment agency to sit alongside their market leading Further Education company.
- Building a team of motivated and high achieving consultants from within the education sector.
- Creating all company processors and procedures, contracts, bonus structures, handbooks and candidate literature within the high compliance world of education recruitment.
- Leading from the front by building a Leicester Secondary desk, a cold region.
- Achieving REC and APSCO accreditation.
- Sitting on the Bridgepoint Board, owners of Protocol and Teaching Force.

#### **Achievements:**

- Achieved 96% of year one GP and profit forecast ensuring we ended year 1 (7 months) at a neutral cost base, having repaid all set up costs.
- Awarded REC and APSCO Compliance accreditation in our first audit and in all ongoing audits.
- Created a brand and an adverting campaign which including website headers, Bus advertising and Radio commercials.
- To overcome the onset of the teacher crisis we went to Ireland to interview and register Newly Qualified Teachers who came to the UK to join schools across the region at the start of the 2016/2017 school term.
- Personally built Leicester Secondary into a 50 a day booking desk, billing circa £2,000 per week.

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**May 2014 to September 2015 – Business Manager****Simply Education**

An education recruitment specialist, part of The MCG Group, providing teaching staff with temporary and permanent work in local schools, nurseries & other educational settings across the UK.

**Responsibilities:**

- Tasked with a turnaround of the financial performance in a region that was losing money and behind budget.
- Running a Secondary school education desk alongside management responsibilities.
- A member of the Management team, helping to devise company strategy.
- Reviewing all consultants in the region to determine who would remain and be coached and developed and who, if any would be managed out the business.

**Achievements:**

- Took the decision based on billings to close the regional branches in Derby and Leicester and open a mega site in Nottingham supplying all 3 regions.
- Within 7 months the region returned to profit and were ahead of budget.
- Worked closely with Head Office to enable the company being awarded ISO 9001 Status.
- Achieved 178% of the branches September Re-book target coming second across the company in days booked.
- Built a Secondary desk quickly to 75 days and circa £3,000 per week.

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**September 2013 to May 2014 – Recruitment Services Director****The Education Network (Pertemps)**

An education recruitment agency which is backed by Pertemps, specialists in pre-16 education from nursery through to secondary school.

**Responsibilities:**

- Reviving the fortunes of an office which was 15 years established but losing money year on year.
- Installing a new team and to coach and train the existing team.
- Bringing the office back to basics in terms of business development, account management and candidate attraction

**Achievements:**

- Improved the office so it became profitable per month after only 5 months in the job.
- Improved monthly year on year figures to an average of 257%.

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**November 2010 to September 2013 – Various Roles****Reed**

One of the UK's largest recruitment companies offering a diverse service from education and professional service, through to technology and Finance.

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**March 2013 to September 2013 – Assistant Business Manager****Reed Specialist Recruitment****Responsibilities:**

- Joined on a secondment from Education to cover a maternity leave.
- Managing the branch in the absence of the branch manager who was also the area manager for the East Midlands
- Managing and supporting 8 co-members who generated an annual turnover of £2,500,000.
- Recruiting, onboarding and training new consultants while coaching the current staff.
- Working in a business development capacity personally within the manufacturing arena.

**Achievements:**

- Won two sizable contracts to supply permanent staff to two companies in Logistics.
- Was awarded two 'Reed Think' awards for innovative ideas that were rolled out throughout the group.
- Successfully passed Reed's Management Academy.

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**November 2010 to March 2013 – Senior Education Consultant****Reed Education****Responsibilities:**

- Managing a cold secondary education desk.

**Achievements:**

- Achieved Early Star award for GP billed in the first 6 months.
- Achieved promotion to Senior after 12 months.
- Took the desk to over 250 days per week.
- Ranked number two across Reed Education consultant for GP generated.
- Ranked first for most improved desk performance.
- Nominated by peers for Reed's inaugural Management Academy.
- Became a 'Secondary Leading mentor', assisting secondary consultants across Reed's entire branch network.

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**Earlier Employment**

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**January 2010 to November 2010 – Corporate Sales Manager****Satmo Vehicle Tracking****Achievements:**

- Successfully landed the following corporate clients – Peugeot, The Panther Group and Babcock International

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**February 2008 to November 2009 – Company Director/Owner****The Edinburgh Golf Shop Ltd****Achievements:**

- Created Edinburgh's first "high street pro shop", combining the service and feel of a golf clubs pro shop, with the prices and stock holding of a retailer store

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**February 2006 to February 2008 – Area Sales Manager****Hi-Tec Sports UK****Achievements:**

- Managed the Northern and Scotland territory for Hit-Tec's Golf shoe and court shoe ranges to a £500,000 area.
- Worked closely with the Marketing and Events team to deliver trade shows and consumer shows

**July 1998 to February 2009 – Professional Golfer**

**The Professional Golfers Association**

**Achievements:**

- Achieved PGA Qualified Professional Status
- Played tournament golf in the UK, Europe and America.
- Became an expert in club repairs and custom fitting.
- Worked as a teaching professional, teaching some of the UK's brightest talents.
- Managed golf retail shops both at courses and high street retail outlets.

**Education**

**2011 to 2013**  
**1999 to 2012**

**Management Academy**  
**Diploma - PGA Professional Management**

**Reed**  
**THE PGA / Hull University**