

CURRICULUM VITAE

The most successful and enjoyable experiences to date – some elements of which should be in the right role

- ✓ Sales – particularly New Business
- ✓ Consultancy and Application analysis - identifying customer procedural or system changes
- ✓ Customer relationship development & Account Management
- ✓ Project Management – IT system implementation
- ✓ Specification of special software at system level to issue to Analyst/Programmers
- ✓ Marketing and publicity

Skills

- ✓ New Business Development
- ✓ Strong persuasive and negotiation skills with integrity
- ✓ Identification of Business needs and pains
- ✓ Project management
- ✓ Problem solving
- ✓ Ability to communicate *effectively* with all levels of the workforce –
'from tea-person to Chair-person' and 'IT tech'y to 1st time User'

Strengths

- ☺ Flexibility and adaptability
- ☺ Problem solving
- ☺ Attention to detail whilst maintaining a strong overall perspective
- ☺ Energy, Enthusiasm, and Dedication
- ☺ Strong negotiating techniques – *VERY persuasive!*
- ☺ Customer (both internal and external) appreciation and satisfaction
- ☺ Dislike of repetition leads to a desire for automated solutions - 'hands-off' approach

Weaknesses

- ☹ Tendency to overlook own personal goals and career aims - always putting self second
- ☹ Too self-critical and usually under-estimates own ability. Demands perfection from self.

Current Employment:

January 2009 to date

ark-IT-tech

Partner of IT Consultancy

Recently formed with my Husband, Paul. Using our combined 60+ years experience in business, we provide bring a wealth of expertise and services to our business clients.

We undertake short and long-term projects for our clients and will tailor the product and delivery according to resources and needs.

Please contact us to discuss.

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Sample Project:

August 2009 to date

Worth Valley Publishing

Contract: Sales & Marketing Assist

This organisation publishes and distributes the monthly free Worth Valley Mag. The contract covers various tasks including refining and advice on sales and marketing, accounts and admin procedure, and telemarketing to launch advertising in a new magazine, the Aire Valley Mag.

Key Experience

- ✓ Sales of services and complete computer systems, including preparation of Proposals and Quotations
- ✓ Pre-sales demonstration of financial, distribution and payroll systems
- ✓ Detailed specification of PC and small business system hardware and purchasing, including 3rd party software
- ✓ Configuration, Implementation and Training of financial, payroll and distribution software
- ✓ Sales Order and Purchase Order Processing including design and set up of coding conventions for costing & analysis
- ✓ Design and control of goods inwards and acceptance procedures
- ✓ Set up of system for support contracts & renewal
- ✓ Package matching of business software solutions in response to ITT's
- ✓ System testing and manual updates
- ✓ Customer Support by phone or modem, including on-site assist as required
- ✓ Telesales – cold calling and database verification
- ✓ Cost and Management Accounting including Budgets and Forecasting
- ✓ Credit Control and debt recovery
- ✓ Personnel, Recruitment, Health and Safety, and Payroll operation
- ✓ Commercial and purchase contracts, including Data Protection Act
- ✓ Insurances including processing claims and loss recovery
- ✓ Security
- ✓ Office & Canteen Management
- ✓ Company Fleet (cars - up to 15) purchasing and management
- ✓ Various roles within Retail, Hotel & Leisure, Production Work and Sales Promotion

Sage Accreditations

Line 200/500 Sales Examination	Sage Sales Specialist	12/05/2003
MMS Document Manager	Sage MMS Document Manager	Prior to May 06
MMS Presales Course Assessment	Sage MMS Presales Specialist	24/03/2005
Sales & Marketing Course	Sage Sales & Marketing Professional	12/06/2003
Line 50 Manufacturing update 2007		

Education / Business Courses

1966-73	Darwen Grammar School	10 'O' levels & 2 'A' levels (JMB)
1974-75	Matlock College of Education	4 terms of a BEd Hons Course
1984-85	Blackburn College	Computing
1989-90	Preston Polytechnic	Personnel
1996-97	Blackburn College	Marketing
Feb 1999	Manchester University	2 day Presentation Skills Course
Feb 2000	Tetra, Maidenhead	1 week Payroll System Testing for April 2000 release
June 2000	Swan Systems Ltd	1 day Demonstration of Promis Manufacturing Course
July 2000	Sage, Newcastle	1 day Demonstration of Sage Line 100 Course
Sep 2000	Multiactive	1 day Sales & Marketing overview of Multiactive's Portfolio
Feb 2001	Sage Sales Bootcamp , Brighouse	1 day "How to sell Accounting Software"
May/June 2003	Sage Enterprise Solutions, Winnersh	3 day Sales & Marketing Course

Home Location

Darwen, Lancs (i.e. East Lancashire)

Personal Details

Nationality	British	Driving Licence	Full UK
Health	Excellent	Own Car	Yes

Interests/Hobbies

- ✓ Charity Work - Publicity material and graphic design, including short-run print jobs for small businesses, taking material costs only, passing any payment for time as a donation to charity.
- ✓ Organic food production - keen amateur growers of fruit and vegetables on an allotment
- ✓ Cooking - plus Preserves and Chutneys using own produce
- ✓ Aromatherapy treatments for family and friends
- ✓ DIY and handicrafts
- ✓ Walking and Outdoor activities
- ✓ Swimming and un-powered water sports particularly coastal kayaking
- ✓ Conservation and wildlife (*born to re-cycle*)

Previous Employment (Recent):

September 2008 to Oct 2009 CM Fundraising

Contract: Face to Face Charity Fundraiser

This entails speaking to the general public in Supermarkets, Garden Centres etc. and getting them to commit to and sign a Direct Debit to donate to the Woodland Trust / WWT Charities. The work requires flexibility, tenacity, self motivation & weekend and evening work. I finished reluctantly to concentrate on the IT Consultancy.

October 2006 to June 2008 FD Systems Ltd

Position: North Area Sales Executive

I joined FD Systems having been enticed by their Sales Director to strengthen their Sales Team and to expand the Geographic influence for Sage 200 (formerly in the South and Midlands only) to the North. I was based out of their recently established Leeds Office but worked primarily from home.

The role was demanding as there was a very high target to reach and the area is extremely competitive with the likes of Datel, BDE (ex Apex), TSG and Pinnacle already very strong.

Key Successes: I have brought in over 20 new business deals, introduced Sage Manufacturing into the business and developed that throughout the UK, establishing the existing team, and was part of the team that took FD Systems to the No1 Sage Reseller position.

I was given notice of redundancy to leave the company in June 2008. It was decided that the northern area is not economic, and they are concentrating effort in the homeland, that is the Midlands, S. Wales and Southern UK.

Reference Contact: Nick Tucker, Sales & Marketing Director

Nick.Tucker@fdsystems.co.uk 07970 741 651

January 2005 to October 2006 Innov8 Technology Ltd Position: Pre-Sales Consultant

My role within Innov8 involved defining business needs, mainly in New Business pre-sales, and also installed base if workload demands, and demonstrating the solution to the prospect or client. There was a requirement for me to keep up to date with the full portfolio of solutions offered from full, complex Warehouse and Distribution solutions on handheld units, then Sage MMS/200 (primarily) all the way down to Sage Payroll and Personnel.

I also helped out by Project Managing a few implementations and also to implement a system in its entirety myself.

I was enticed to join FD Systems (through the Sales Director, Nick Tucker, who was the Sales Director I worked for at TSG) and therefore left to return back to New Business Sales.

August 2004 to December 2004 TSG North

Position: Business Dev. Manager

I joined BCS (Baron Corporate Systems) on the 23rd August and on my 3rd day with the company, the sale of the company to Technology Services Group was announced. Although this presented more opportunities than problems, the role was not as it was presented and the product emphasis also changed rapidly to services and support, taking me further away from the client solution.

July 2001 to August 2004 VMS Ltd

Position: Field Account Manager

- Responsible for Targeted Sales of all the company's Products in a UK wide area
- Account Management for all existing clients in the area - UK wide.
- Project Management of all Sage Line 200/500 sales for the Company.
- Based from home with visits to the main office in York.

A Sage Line 100 and Line 200/500 Reseller and Developer based in Pocklington near York.

Initially was responsible for sales of all company products including Sage Line 50 through to Line 500 (Enterprise) in my area, which was anywhere in the UK apart from the North East and York. Due to a re-shuffle by management in November 2001, I became responsible for all Sage Line 100 sales and the Alliance Partnership scheme. A further change in January 2003 led to a job swap with the Sales Manager and I was transferred onto the Line 200/500 product range with total responsibility for Sales and Project Management. After re-organisation in August 2003, I was back to the original situation with UK coverage but with a larger product range, whilst in addition retaining the role of Project Manager for all Enterprise Implementations.

VMS dropped out of the Line 200/500 market in April 2004 – and the last main task I performed was the transfer of the client base to Datel, at my instigation and introduction.

13.8.2000 to July 2001 Ideal Systems Ltd

Position: **Systems Consultant**

- Responsible for Business Development, Targeted Sales, and Project Management of Sales through the full cycle to completion of implementation
- Establishment and maintenance of CRM database and mailing lists, including database verification & lead generation by cold calling
- Preparation of Business Proposals and recommendations to clients for their computing requirements
- System design and Software Requirement Specifications

A Sage Reseller and Developer based in Liverpool.

I actually joined the company to concentrate on Larger Business Sales and Project Management. My target was £20k per month.

Whilst solely responsible for Sage Line 100 sales, I was spending the majority of time on Project Management and design processes after the initial sale. Whilst the job in itself was enjoyable and challenging, as I was the only person generating any sales and had no time to do so, the pressure was enormous and the situation was unsustainable. I could not influence my Manager or the external owners of the business, so I had to move on.

The Company has now been declared bankrupt and was liquidated in December 2003.

Previous Employment (Up to 2000):

8.5.2000 to 10.8.2000, The Forty First Company Ltd ('Forty One')

A Sage Reseller and Developer based in Warrington.

I joined the company on the understanding that I was to help lift the sales into 2nd Tier Companies and as such would have to concentrate effort into sales of relatively high value, complex business solutions, and then project manage the implementation. Unfortunately there were not enough leads in the pipeline to allow fast conversion and the company was not in a position to fund my salary while the sales cycle and business developed.

4.1.1999 to 5.5.2000, Datel Computing Ltd

- Applications Consultant for Tetra CS/3 (Now Sage 500) - all Financial, Stock and Distribution packages and some Manufacturing.
- Delivering Customer Training and Consultancy on system use. Also, to work on the Customer Telephone Support Desk when work flow required it
- I represented Datel on a weeks Payroll Upgrade Testing at Tetra's offices and was responsible for all the Windows NT Payroll upgrades for April 2000.
- Organisation and promotion of ad-hoc service/ training days and 'classroom' style training courses for customers at Datel's offices, including research of requirements, and marketing of the training. This was a role created by myself to increase sales of service/ training days, increase departmental revenue and thereby increase client satisfaction whilst reducing support costs.

The move to Datel was successful in that by concentrating on a narrower area of responsibility I have been able to focus better on the job and the future.

1984-1998 Aquila Computers Ltd

- Quotations & Sales Order Processing
- Buying & Purchase Order Control
- Contracts and Agreements
- Financial & Payroll Systems
- ITT Responses and System Demonstration
- All Admin. - Reporting directly to MD
- Accounts, Credit Control, & PL Control
- Insurances and Fleet of Cars

1978-84 J B Battye & Company Ltd

Computer Manager (*Responsible for implementation of their 1st computer system and User Training of 20 staff*)

Assistant to Financial Director

1977-78 Eastham Burco Export Ltd

Accountant for the export company of the Burco Dean Group (*manual book-keeping*)

1976-77 Cobble (UK) Ltd

Trainee Accountant (*mainframe computer with separate internal IT/DP department*)

1975-76 Impact Model Agency

Wholesale modelling and Sales Promotion

1973-74 Eagle Star Insurance Co

Branch Clerk at Blackburn Branch & Trainee Inspector