

CICELY BROWN

A versatile and effective manager proven to deliver results: her high intellect rapidly dissects complex situations which combined with outstanding communication skills enables her to build solutions to deliver results

KEY SKILLS – comments from references

- “enquiring mind coupled with great intelligence”
- “one of life’s excellent communicators – verbally and in writing”
- “advice is always well thought through and offered with a way ahead in mind”
- “strong guidance and leadership, effectively juggling in-demand resources ensuring best in class results are consistently delivered”
- “extremely bright and intelligent”
- “strong analytical skills”
- “excellent debating skills”

AREAS OF EXPERIENCE

- Leadership and general management
- Marketing and communications including PR, social media, print, brand and event management
- Corporate and public affairs
- Brand management
- Event management
- Product development and marketing
- Sales management and business development
- IT including MS applications, and social networking site

EMPLOYMENT HISTORY

11/2008 –
10/2010

FANTSUAM FOUNDATION

NGO serving over 100,000 beneficiaries in central Nigeria through integrated development programmes.

MSME Development Officer VSO volunteer (Voluntary Services Overseas)

- Equipped Fantsuam with portfolio of marketing tools increasing the Foundation’s capacity for fundraising to deliver over N10 million in donations during 2009-10
- Programme Manager of the microfinance department
- Controlled the project development, budgeting and execution of Nigerian Communications Commission (NCC) funded Community Communications
- Proposed, fund raised and implemented a screen reader training course so that the visually impaired would not be excluded from Fantsuam Academy’s computer courses

03/2007 –
09/2008

WILLIAMS LEA LTD

The leading global provider of corporate information solutions and a top 20 business process outsourcing company.

Executive Director – Opportunity Management

Promoted after six months as business development director, to head up the company’s bid management team to design, build and present the multi-million pound proposals

- Built team of five bid managers and four solutions architects supported by offshore resources effectively responding to approx. 10 major opportunities per month
- Working with global team to build a consistent bid governance structure

01/2002 –
03/2007

BRITISH PRINTING INDUSTRIES FEDERATION (BPIF)

The principal business support organisation representing the UK print, printed packaging and graphic communication industry.

04/2006 -
03/2007

Deputy Chief Executive & Commercial Director

As role expanded to include commercial product development and management of the membership development team, successfully launched new products and strategies to meet organisational and membership challenges.

- Commissioned and successfully implemented Membership Development Plan including monitoring activity plan to achieve key growth objectives
- Partnered with consultants to successfully launch BPIF Energy Buying, energy purchasing consortium linked to CCL rebate scheme
- Re-branded and re-positioned the BPIF’s Commercial Insurance product to halt disastrous slide in previous 12 months that had resulted in loss of 40% revenue
- Developed and launched BPIF mergers and acquisitions service, BPIF McInnes Corporate in partnership with McInnes Corporate Finance
- Managed and successfully implemented BPIF re-branding project including consultation with staff, members and partners to ensure effective adoption of the new brand

03/2005 –
04/2006

BPIF Deputy Chief Executive & Director of Corporate & External Affairs

Assisted CEO identify challenges in order to define BPIF strategic objectives and manage restructuring resulting in revenue growth of average 5% year on year, achieved despite having to meet pension costs equal to 10% of turnover.

- Brought event management in-house and successfully launched the BPIF's first Print Congress conference (2005) attended by over 150 national and international delegates.
- Partnered with IPEX international trade show organisers IIR and PrintWeek to bring the 2006 BPIF Excellence Awards to IPEX with entries up 50%, attendees up 10% and coverage in over 10 international magazines.
- Major successes in Public Affairs included changes to Electoral Administration in line with increase in postal ballots, lobbying on methods of public procurement of print and working with OfGem to improve competitiveness of energy supply to SMEs
- Drove income growth of Information Services department from sponsorship and sales from zero to £20,000 in year one

01/2002 –
03/2005

BPIF Head of Corporate & External Affairs

Board and P & L responsibility for the BPIF's activities in Public Affairs (representation and government lobbying), Information Services (statistical information, trends and survey reports), consulting business and all of the BPIF's PR, marketing and web activities.

- Led the re-launch of the BPIF's website as 'britishprint.com' which was adjudged runner-up for the 2003 Trade Association 'Website of the Year'.
- Brought PR in-house and increased trade press coverage of BPIF by over 100% to appearing on an average of 39 pages per month.
- Re-launched the BPIF Excellence Awards exceeding previous records for award entry numbers and attendees resulting in turning the event from £30k loss to profit
- Won 2 of 3 categories entered in the 'Trade Association Best Practice Awards 2003', including Trade Association of the Year and Business of Representation
- Consistently achieved marketing objectives to support BPIF growth whilst under-spending corporate affairs budget by an average of £75,000 per year.
- Reversed a clause in the Tobacco Advertising Bill, fought the imposition of statutory union recognition for SMEs and published revised model Terms & Conditions for the sector.
- Re-launched the BPIF's £600,000 business consultancy service as BPIF Business introducing new products, reversing net loss and achieving modest growth in revenues.
- Part of management team that turned round the organisation from £870,000 loss to profit within 12 months

03/2001 –
10/2001

ACCENTURE

Global management consulting, technology services and outsourcing company.

Junior Manager

Undertook development projects in online learning platforms, opportunities for online directory services and new publishing models for consumer magazine publishers.

01/2000 -
11/2000

IMD, LAUSANNE Master of Business Administration

Completed an 11 month MBA at one of the world's leading business schools. Highlights of the course included leading the 'Class Act' presentation and being part of the team that won the International Consulting Project team prize.

1997- 1999

CMCS GROUP PLC

£20 million packaging supplier to music, multimedia and computer games industries

Head of Sales & Marketing

Set up and led Group sales company with team of 10 achieving a 50% growth in sales of printed packaging over 2.5 years to £10 million in 1999.

- Increased market penetration into computer games and multimedia markets thereby repositioning the Group's reliance on music from 95% to 65% of sales.
- Launched CMCS as a supplier of point of sale materials and won supply contracts from EMI and BMG International.
- Negotiated sponsorship of Music Week Awards for 4 years through contra-deal.

1995 – 1997

PLUS POINT PR

Leading UK PR company specialising in the graphic arts industry

Account director

Developed start-up specialist public relations company with managing director and generated new business increasing turnover over 300% within 2 years.

- Managed six accounts, including two industry leaders ensuring marketing and PR messaging effectively communicated clients' business goals
- Initiated and implemented supplementary marketing initiatives for clients including event sponsorship, roadshows and new product launches.
- Arranged industry-wide press conferences for news items and product launches including editing and publication of associated editorial and promotional material.
- Made technical translations from German into English of editorial and promotional material
- Successfully ran the company during the managing director's maternity leave.

1988 – 1995

MAXWELL COMMUNICATIONS CORPORATION / BPCC LTD

UK's premier printing company resulting from MBO (1989).

Marketing Executive, Sales Executive & Commercial Project Manager

Experience in sales and marketing, manufacturing and commercial systems in sheet-fed and web-fed print markets.

- Responsible for opening and developing new accounts in the book publishing market and exceeded £500,000 sales budget.
- Designed improved systems for the commercial function of a \$15 million book production business as a member of Lucas Engineering & Systems Taskforce.
- Organised a major company re-launch, co-ordinating special events and design and production of promotional material.
- Designed and organised and inter-company residential Sales Conference.
- Implemented and developed integrated company database.

EDUCATION

Jan 2011

Digital Foundation Certificate, Internet Advertising Bureau, London

Nov 2004

Strategic Leadership for Women, IMD, Lausanne, Switzerland

Jan – Nov 2000

Masters of Business Administration, IMD, Lausanne, Switzerland
(Ranked 1st or 2nd worldwide by Economist, Forbes and Wall Street Journal)

Feb–Jul 1989

Diploma in Printing & Publishing Studies, London College of Printing

1985 - 1988

BA Hons (Geography), Oxford University (Hertford College)

LANGUAGES

English, German (good), French (basic), Italian (basic)

INTERESTS

Lacrosse, swimming, skiing, tennis, travelling

AFFILIATIONS

Former member of the Trade Association Forum Steering Group, the Ipex Advisory Committee, chair of the Stationers Livery Company Educational Charity Careers Day Committee and the PrintIT! Working Party. Membership Secretary of the Hertford College Society.

**FOR MORE INFORMATION PLEASE VISIT MY FULLY INTERACTIVE CV ONLINE AT
WWW.CICELYBROWN.CO.UK**

REFEREES

(Contact details available on application)

Michael Johnson

Chief Executive
British Printing Industries Federation

Stephen Nunn

Managing Director
Williams Lea

John Dada

Chief Executive
Fantsuam Foundation