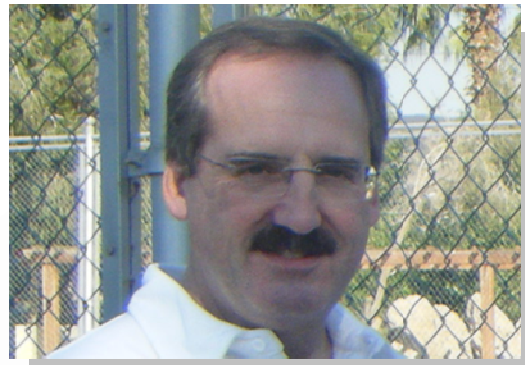




## *Biog – Graham Baird*



I believe that everyone in a business has a role to play in serving customers' needs and helping grow profitable revenue. That is a perspective that I have maintained across more than 30 years of working in sales and pre-sales roles, and then taken on into senior management positions with small, multinational and international businesses. But I also know that a key business skill is to play to your strengths, and use others' skills to complement your own in order to achieve success.

The experience that I bring to helping organisations generate increased sales and profits comes from doing precisely that work, largely in the IT, Consulting Services, Education and Training sectors. This has included developing and managing 3<sup>rd</sup> party partner operations, generating opportunities through channel structures, as well as direct promotion to clients, shared sales activity with other suppliers and growing Joint Venture businesses.

In doing this I have worked with a wide range of organisations, from small and medium sized enterprises, to large multinationals in the UK, across the rest of Europe, in the USA and in the Middle East. I therefore bring depth of experience in how organisations work, and how they work in a number of different cultures, to support the business growth of my BDC Clients.

In difficult economic times there is always a drive to protect margin by driving down costs; and this is expected of careful management. But ultimately, cost control can only have a limited impact. In order to be successful, profitable revenue must be generated. However, many clients find that doing this poses some real challenges, and is nothing like as straightforward as just hiring some sales people! Overcoming these challenges, paving the way for investment in the business, and driving profitable growth, is what BDC does, what drew me to BDC, and what our clients achieve through working with us.

I would welcome the chance to hear the challenges that your business is facing and to share some thoughts on how these might be overcome by adding our skills to yours.

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