



Biog – Paul Ashton



Apart from the challenge of making a living as a self employed business consultant, Paul enjoys an active life rambling around the English countryside. Playing cricket and golf are also favourite pastimes while trekking to 5000 metres up in the Himalayas of Nepal was a recent highlight.

The purchase of an apartment in the beautiful Calabrian region of Italy has been particularly challenging of late but all now seems to be in place for an eventful time on the shores of the Ionian sea over the coming years.

Paul has spent the past 18 years with Thomas International offering organisations assessment tools that help them select and develop the right people for their business. Assessments range from the DISC based Personal Profile Analysis to aptitude tests; an emotional intelligence questionnaire to a 360 degree assessment for managers and salespeople. Effective team building has also played a prominent role in Paul's client relationships.

Paul is also a qualified technical author, proofreader and freelance journalist and has undertaken copywriting assignments for a wide range of publications and websites.

Paul's early career was spent learning his trade with the likes of British-American Tobacco, H J Heinz and Saatchi & Saatchi. In his late twenties Paul ventured overseas, accepting the challenge of establishing a marketing communications agency associated with Unilever. The experience was put to good use when Paul returned to manage international advertising accounts for Unilever's in-house advertising agency Lintas.

A spell bespoking and running sales training programmes for Learning International further broadened Paul's outlook. The decision to go it alone came in the early nineties and the opportunity to work with Thomas International soon followed.

Paul now intends to make a meaningful contribution to BDC's ambition in helping organisations fulfill their potential.

I can be reached at paul.ashton@b-d-c.co.uk