How I Create Value for Your Business

Senior commercial & digital leader · three core practice areas · 18 high-value job skills, each linked to the business result it delivers

Business Development

Win new customers and new markets

Go-to-Market Strategy — Speed ↑
Enter new markets faster, with less risk

Lead Generation & Pipeline — Revenue ↑
A predictable, qualified sales pipeline

New Logo Acquisition (B2B) — Revenue ↑
New customers and new revenue streams

Negotiation & Deal Closing — Margin ↑
Better margins, protected contract terms

Strategic Partnerships — Revenue ↑
Growth through partners' reach and channels

Market & Competitor Intel — Revenue ↑
Sharper positioning, higher win rates

Key Account Management

Grow and protect existing revenue

Strategic Account Planning — Revenue ↑
A clear growth roadmap for top clients

Upselling & Cross-selling — Revenue ↑
More revenue from every existing client

Client Retention & Churn — Risk ↓
Protected, recurring revenue base

C-level Relationship Mgmt — Speed ↑
Faster decisions with decision makers

Revenue Forecasting & P&L — Margin ↑
Reliable forecasts, controlled margins

Contract & Scope Mgmt — Margin ↑
Every scope change captured and billed

Digital & AI Transformation

Cut cost and move faster with AI

AI / GenAI Strategy — Cost ↓
Find where AI pays back, and start there

Process Automation — Cost ↓
Lower operating cost per process

Digital Product Management — Speed ↑
Faster time-to-market for new products

Programme Mgmt / PMO — Risk ↓
Agile delivery, on time and on budget

Data, KPI & ROI Analysis — Margin ↑
Decisions on data, measurable ROI

Cyber Compliance — Risk ↓
NIS2 / CRA ready: avoid fines, keep EU access

Value levers Revenue ↑ · Margin ↑ · Cost ↓ · Speed ↑ · Risk ↓

Engagement: interim / fractional · advisory · project-based · **Examples and references on request**

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