

PHILIP TAPSELL

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PROFILE

Specialising in high growth technology SME's, an experienced business development consultant and practitioner with an MBA from Manchester University Business School. Successfully 'practiced what he now preaches' for 20 years in front line technology sales and business development roles. Worked with Richard Farleigh - global entrepreneur, BBC TV Dragon and one of UK's leading tech SME investors - in senior sales and business development roles for 7 years.

With a passion for the successful commercialisation of innovation, is committed to helping technology entrepreneurs transform their innovation and ambition into value creating businesses.

For client companies, delivers exceptional business performance by securing strong, sustainable and profitable revenue streams. Leverages a multi-faceted combination of experience, education, interpersonal and managerial skills to mentor individuals, build teams, transform organisations into high growth businesses and attractive investment opportunities.

KEY STRENGTHS & VALUE DELIVERY

High Growth Business Performance.

By identifying areas vital to the success of the client's business, delivers high growth business performance and secures strong, sustainable, profitable revenue streams.

- Define client direction and vision – Goals & Objectives.
- Establish focus - Target areas critical to client's business success; the vital fews.
- Guide clients through the successful execution of simple, yet powerful, business plans.

(International) Business Development.

Utilising a powerful business skill-set, experience and knowledge of activities and processes critical to successful business development, consistently helps clients exceed targets for revenue, profit and growth, achieve ambitious goals and deliver their company vision:

- Guides the build and execution of powerful business development strategies.
- Mentors clients in consultative sales skills to build customer loyalty and relationships.
- Defines and ensures focus on the activities critical to success of the clients business.

Sales and Marketing.

A proven and successful track-record selling technology to Blue Chip multinationals and SME's, for client companies helps orchestrate the design and execution of powerful and innovative sales led, customer driven business development strategies. Successfully guides client sales teams and individuals through the complex stages of customer development:

- How to identify best-fit target customers and markets.
- Implementation of powerful sales & marketing strategies.
- Secure awareness, acceptance and adoption of client products.

Venture Capital and Angel Investments.

With a passion for the successful commercialisation of innovation and seven years experience working with a BBC TV Dragon investor, is committed to helping technology entrepreneurs transform their innovation and ambition into value creating businesses. Leverages a multi-faceted combination of experience, education, interpersonal and managerial skills to mentor individuals, build teams, transform organisations into high growth businesses and attractive investment opportunities. For client companies:

- Build and deliver powerful, compelling, executable business plans.
- Identify best investor profile for their business.
- Apply sales and marketing skill set to the process of selling to the investor.
- Secure financial investment for client companies.

