

PROFILE

Nationality: British Education: BA (Hons) ; MBA (London Business School)

Senior associate with 18 years business and consulting experience across a variety of industries, specialising in the last 9 years in digital media and mobile telecommunications. He has trained and coached business professionals, consultants and students in consulting skills, change management and effective implementation. He was a business owner for 7 years prior to his MBA, where he refined his skills in general management and gained invaluable front-line business experience.

PROFESSIONAL EXPERIENCE

10/2006 – 08/2008	<p>RAWRIP.com, London, UK <i>Strategy and Operations</i></p> <ul style="list-style-type: none"> • RAWRIP.com is a digital music platform with a feature-based recommendation engine, “The Rippler” • As head of strategy and operations, he has worked side by side with the founder to take the company from the early stages of its concept to launch. He was involved in every critical aspect of running the business. Main roles were as follows: <ul style="list-style-type: none"> — Provided on-going business and managerial advice to the founder — Co-developed the key aspects of the value proposition and its business model — Formulated the strategy to take the concept to market — Sourced, interviewed, hired and managed the core team in London — Sourced, interviewed, briefed and selected PR, SEO and digital marketing partners — Developed the business plan and projections in preparation for meetings with VCs — Provided regular reports and updates to the current investor team — Acted as the primary internal and external point of contact
1/2002 -10/2006	<p>AM BUSINESS CONSULTING (AMBC), London, UK <i>Owner</i></p> <ul style="list-style-type: none"> • AMBC provided strategy consulting and business advisory services to a range of clients including global corporations like Royal Bank of Scotland and Shell as well as smaller enterprises. • An example of projects undertaken by AMBC are as follows: <ul style="list-style-type: none"> — Innovation platform for global utilities company to streamline the way it generates new ideas — Promotion of a new financial services web interface for a leading bank — Route-to-market plan and affiliate programme for online sports-based business — Fund-raising document for importer looking for £2m of capital with projected revenues of £65m
9/2000-11/2001	<p>DIAMONDCLUSTER INTERNATIONAL (formerly CLUSTER CONSULTING), London, UK <i>Consultant – Manager Level</i></p> <ul style="list-style-type: none"> • Senior Consultant in a strategic and organisational re-design project of South Africa’s largest mobile telecoms group, as a defence strategy to counter-act the emergence of a new mobile operator. Managed a complex six month programme to drive innovation across strategy, operations, marketing, customer service and new product delivery. • Won and led a project to create a Corporate Venturing Unit for Portugal’s second largest mobile operator. Managed the entire end-to-end process, winning client board approval for the strategic concept and operational framework of the business. • Ran several internal initiatives: refined the firm’s global MBA recruitment strategy; re-designed the financial services vertical with board-level partners; managed a European-wide qualitative and quantitative survey of leading CEOs.

PROFESSIONAL EXPERIENCE (cont.)

9/1999-8/2000	KPMG Strategy Consulting, London, UK <i>Consultant – Founding member of K-Ventures(e-business corporate venturing subsidiary of KPMG)</i>
	<ul style="list-style-type: none"> • Created the K-Ventures proposition to act as a vehicle for KPMG to take equity holdings in the e-space. The first critical step was to get KPMG buy-in at the board level and we were subsequently asked to operationalise the concept. • As a founding member, his role was integral to the whole process of identifying, evaluating and selecting new opportunities that would be suitable candidates for investment within K-Ventures investment principles. • K-Ventures invested in 2 major B2B portals within 6 months of operations, valued in excess of £400m. • Ran KPMG’s “Core Consulting Skills” workshops for associates and managers.
1/1999-6/1999	Freelance consulting assignments, UK and USA
	<ul style="list-style-type: none"> • Formulated strategy for a major publishing firm, resulting in a new construction portal/exchange • Designed internet strategy for the regional press, resulting in a high-profile B2C property portal • Assessed strategic outsourcing options for a global glue manufacturer in Massachusetts, USA
6/1998-9/1998	BAUSCH & LOMB Inc., London, UK
	<i>Summer Intern – Vision Care Marketing, European Headquarters</i> <ul style="list-style-type: none"> • Managed project that assessed European price harmonisation for B&L vision care products. • Assessed price differentials across 4 European markets and quantified threat of parallel imports. • Devised and conducted customer surveys to arrive at a qualitative assessment of product positioning. • Presented findings and recommendations to President and top management of B&L Europe.
1/1990-7/1997	MGA FOODS Ltd., London, UK
	<i>Director</i> <ul style="list-style-type: none"> • Founded MGA Foods Ltd, in 1990, to act as UK representative agent for a major Danish dairy producer. • Captured 20% of UK market share in this sector, achieving revenues of £1m. • Sustained annual profitable growth of 25% over seven years. • Won agency contracts in the EU, USA and Asia. • Transferred directorial responsibilities upon entrance to London Business School.

EDUCATION

1997 – 1999	LONDON BUSINESS SCHOOL MBA Degree AMOS TUCK SCHOOL OF BUSINESS, University of Dartmouth, USA <i>International Exchange Programme Participant, Jan-Mar 1999</i>
1986 – 1990	KINGSTON UNIVERSITY, London, UK BA (Hons) 2:1 - Economics and German UNIVERSITÄT KONSTANZ, Konstanz, Germany <i>International Exchange Programme Participant, Sep 1988 - June 1989</i>
1980 – 1985	CITY OF LONDON SCHOOL, London, UK 3 A Levels, 8 O Levels

ADDITIONAL INFORMATION

TRAINER	He is a senior associate with Professional Development Networks (www.pdnltd.co.uk) where he structures and delivers courses in consulting skills, change management, consultative selling, and behavioural coaching. Clients include first-tier professional services firms and the Global 500.
LECTURES	He has lectured on many topics at a number of business schools including London Business School. He is a visiting lecturer at a centre for leadership development in the former Soviet republic of Armenia, where he has developed a course series on innovation, business planning, and project management.
INTERESTS	Bikram yoga (qualified teacher) ; Music; Advanced SCUBA diver; Touring Europe by motorbike
LANGUAGES	English (fluent), Armenian (fluent spoken), German (intermediate), French (basic), Farsi (basic)
PERSONAL	DOB: 27 Oct 1966 Nationality: British