

David Laud

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20+ years consistently delivering successful outcomes in a number of senior executive roles; CEO, CMO, COO, Head of Operations, Head of Marketing plus spells as an Interim and Non-Exec Director.

Duties have included full responsibility for strategy, P&L, risk, HR, I.T., marketing, client care, compliance and governance. A strong track record of positive results working to strategic and operational objectives by adopting a professional, team focused, personable and project driven style.

HEADLINE ACHIEVEMENTS

2019- 2020 (8 Months) – Interim COO – OYNB Ltd (One Year No Beer) Edinburgh

Well-being programme with a focus on changing members relationship with alcohol. Introduced to bring stability and develop the management structure. Three-month contract extended to six months. Outstanding group of individuals changing lives across the World. Highlights include successfully negotiating with Google to enable the business to advertise on their search and YouTube platforms having previously been incorrectly restricted and driving the corporate offering forward with one of the World's biggest corporations.

"David was an exceptional addition to the team, he brought a much-needed calming influence and helped establish many operational controls and procedures. He has a great attention to detail and strong leadership skills. I've learnt a lot from David, and I think in return I gave him a few more grey hairs."

Ruari Fairbairns - CEO & Founder - One Year No Beer

2018-2019 (8 Months) - Interim CEO/CMO – Enyware - Newcastle

Intranet Platform – Engaged to create structure - growth strategy - brand identity - established market presence in key sectors including NHS, Charities & SME's - Successful engagement with NHS Digital - introduced six NHS Trust new client sites

"I had the pleasure of working with David to launch and penetrate the marketplace with a new software solution, Enyware. David's meticulous, passionate and encompassed ways of working coupled with his extensive experience in the digital space were the perfect combination to initiate the growing success of the platform. I worked very closely with David and not only from a professional experience point of view but also from his kind, compassionate and caring 'team player' nature, I would not hesitate to recommend him to any large or small corporate organisation who want someone to make a genuine difference within their business." **Lauren Hindhaugh - Director Blumilk**

2017-2018 (12 Months) Interim Head of Operations – Compilation Ltd

Global E-Commerce Secured £75,000 capital grant fund - project led re-location of business - effectively handled number of sensitive HR matters - managed GDPR compliance and in the process gained IASME Cyber Essentials accreditation - Revenue and profit increased significantly during the period of engagement

"David helped us immensely in identifying opportunities for improvement in key areas of our business and helped us to put together a structure that would allow us to grow at a manageable rate. David's knowledge of marketing and experience of working with SME's was second to none."

Dave Whaite - Director Compilation Ltd.

2003-2017 (13 Years 3 days per week) CEO/CMO - Samuel Phillips Law

Full P&L responsibility - Lexcel accreditation retained since 2005 - completed successful merger - introduced "pipeline" analysis to manage fee earning performance - Relocated offices - Implemented I.T. system upgrades, improving productivity and reducing costs - Project led GDPR compliance - Responsible for client care/ complaints including relationship with SRA and Legal Ombudsman with 100% findings in favour of the firm - Successfully negotiated professional indemnity premiums and vigorously managed costs within budgets - Business Development –recognised by the DfE select working group member - Significant digital marketing presence Google, Social Media and own Smartphone App

"David has been an excellent CEO/CMO for the practice. Strong on social media and business development. Progressive with IT. Good with the finances and Regulatory Bodies. He manages people positively but will take tough decisions when required."

Robert Gibson - Senior Partner Samuel Phillips Law Firm

ADDITIONAL POSITIONS HELD

Head of Marketing AT&T

Head of Sales & Marketing Thomas Cook Publishing

Head of Sales Thomas Cook Financial Services

Project Director - created and launched **MoneyGram**

"David recruited an international project team of 8 experienced foreign exchange managers, banking experts and IT specialists. He identified that we required infrastructure that did not exist within the current business, which included specific expertise and a call centre to handle volumes of enquiries. The biggest task, and the one that would ultimately determine success or failure, was to integrate two businesses with very different structures, history and cultures. This was no small task given that each of Thomas Cook's local businesses was 'stand-alone'. David exercised a lot of persuading skills. Within two years the business had 200 staff world-wide and within a further eight years the business was acquired by Travelex for \$65m, a mark of the success of the venture." **John Bavister- Co-Founder & CFO Odyssey Airlines – Former Thomas Cook Group Head of Global FX**

ALSO...

Founder of HReSource – Covid-19 Support Network for Business Owners

David created an online community to support SME's during the Coronavirus pandemic. The platform provides regular news feeds, sharing of tips and best practice along with the opportunity to showcase services and product offerings. The platform runs a webinar and podcast series.

See: <https://hresource.mn.co> and <https://anchor.fm/hresource>

I have worked with David for several years now with him providing services to Morton Fraser. I very much value David's expertise and have found him to be extremely knowledgeable and innovative in his field. I look forward to continuing to work with David in the future and am very happy to recommend his services to others. **Innes Clark – Partner, Morton Fraser & Moderator with HReSource**

Pro Bono work for the Institute of Interim Management

During lockdown and noting the impact of Covid-19, David volunteered to support fellow interim executives by working on a campaign aligned with the IIM strategic planning process. He created, commissioned and published a YouGov research piece and created 14 profile videos for the members to enable personal and IIM profile raising at a time of increased opportunity and need.

WHEN TIME ALLOWS

Author Commissioned and published by Ark Group - **two** books on **social media marketing**

The third and latest publication July 2019 – **BB to Z Capitalising on Generational Diversity to Grow a Successful Firm** <https://www.ark-group.com/product/baby-boomers-generation-z-capitalizing-generational-diversity-grow-successful-law-firm>

Articles <https://www.linkedin.com/pulse/best-career-decision-my-life-david-laud/>

Appearances on BBC News, Radio 4 (You and Yours and Woman's Hour)

Charity/ Community – NHS Community Response Volunteer and Check in and Chat Volunteer

QUALIFICATIONS, PROFESSIONAL ACCREDITATIONS & MEMBERSHIPS

Highest Level of Qualification – Master's in Marketing *(CIM)

Fellow of the *Chartered Institute of Marketing and Chartered Marketer [FCIM]

Full Member of the **Institute of Interim Management** [MIIM]

Myers Briggs – ENFP

Belbin – Shaper/ Coordinator/ Resource Investigator

 @davidlaud	 @laudaball #StandBackDavidsCooking	 @davidlaud	 linkedin.com/in/davidlaud/
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