

David Laud

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

Experienced in strategic planning, P&L accountability, business development, marketing, turnaround, restructure, repurposing, risk assessment and management, HR compliance and best practice, team building and motivation, implementing I.T. systems, impactful and innovative marketing, effective client care, legal compliance and governance. A strong track record of positive results working to strategic and operational objectives undertaken with a professional, collaborative, personable and project focused approach.

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. 3-month contract extended to 8 months. Objectives met plus successfully negotiated with Google to enable the business to advertise on search and YouTube platforms and driving the corporate offering forward with one of the World's largest 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 build structure, growth strategy, brand identity - established market presence in key sectors including NHS, Charities & SME's - Successful engagement with NHS Digital - introduced 6 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 organisation wanting to make a genuine difference." **Lauren Hindhaugh - Director Blumilk**

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

Secured £75k 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/COO/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. [**Contd.**]

“David has been an excellent CEO/COO for the practice. Strong on marketing 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

During Covid-19...

Founder of HReSource – Support Network for SME Business Owners & Execs

Created an online community to support SME’s at the outset of 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 webinars and a podcast series (top 50 ranked on Apple). 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 accepted an invitation to support the board of the IIM in shaping and delivering their strategic plan. I 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.

David was a great help in supporting and inspiring my own digital promotion efforts. His Institute of Interim Management marketing campaign (and volunteer video production work) inspired and enabled me to do my first "talking head" video, and his recommendation for a simple and easy to use podcast platform was just what I needed to launch the show I'd had in mind for ages. David is insightful, warm and professional, and is a pleasure to work with. **Karl Rego - Interim Director, CEO**

WHEN TIME ALLOWS

Author of 3 Business Books - Commissioned and published by Wilmington Publishing Group 2 successful books on **social media marketing**

This book gives an excellent introduction and is a practical handbook for any lawyer or member of the marketing team of a firm looking to embrace social media.

Linda Urquhart OBE – Non-Executive Director Coutts & Edinburgh Airport

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 (Money Box, 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

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