

## Profile – Brian Wadsworth

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Brian is a business mentor, coach and strategic performance management professional providing support to MD/CEO's and other senior managers across a diverse range of public and private sector clients throughout the North of England. Services range from 1to1 coaching and mentoring, leadership development, strategic business planning, performance management for sustainable growth and exit planning through to Non-executive board roles.

As an engineer, Brian spent over 10 years in the Semiconductor industry gaining experience throughout Europe and the USA in various sales and marketing management roles; eventually becoming responsible for a distribution network with a turnover in excess of \$100M. He then joined a small technology business as Sales and Marketing Director, eventually becoming CEO when the company experienced growing pains associated with tight cashflow and had moved into 'intensive care' with its bank. After leading the refinancing of the business and an MBI, Brian then spent the next 5+ years turning the business around, leading change and organisational restructuring and taking it onto a Plc listing, achieving a global business operation with a turnover in excess of £10m in the process. As part of this process of growth and change, Brian has established a number of professional contacts within the banking, legal and corporate finance professional services.

In 2004 Brian established his own business, ISΔS, in order to use the expertise, learning curve and pain, experienced during his career, to add value back to other business leaders throughout the region.

Examples of work Brian has undertaken at ISΔS are:

- Part-time Chairman of a medium sized New Media agency providing web site development and hosting, search optimisation and back-office integration services. Brian assisted with restructuring, strategic business planning and turn-around of the 'phoenix' after enforced administration.
- Managing Director role development at a variety of businesses, focusing on Leadership, Performance Management and Visioning.
- Strategic business plan development to enable both financial support/investment and also management of direction and change.
- Arrangement of new financial facilities with leading banks and investment angels
- Strategic analysis and planning workshops for public and private sector organisations
- Member of a Leadership and Management 'expert' group providing real world experience and feedback into the Northern Leadership Academy leadership development research programme
- Developed exit planning, strategy and business plan for BI/MBO to enable founder/owner controlled exits
- 1 to 1 coaching and mentoring for a variety of MD/CEO's
- Authored a variety of white papers on Leadership & Management, Strategic Planning and Performance Management, etc.
- Non-exec Chairman of b2c e-commerce business

NB: Various client testimonials can be found on the web site listed above.

ISΔS is a trading name of Performance Management Limited