

Profile – Brian Wadsworth

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Brian is an experienced 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 SME clients throughout the North of England. Services range from 1to1 coaching and mentoring, leadership development, international business expansion, strategic business planning, performance management for sustainable growth, exit planning through to Non-executive board roles. Services are process driven utilising contemporary best practice techniques and delivered directly in context with the clients business environment for improved implementation, time management and RoI.

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, organisational restructuring and international business expansion, and eventually 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 in support of their own quest for success.

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, digital marketing 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
- Strategic marketing audit and re-positioning programmes
- 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, Change & Risk Management, etc.
- Non-exec Chairman of b2c e-commerce business

Various client testimonials and detailed information on services, experience and approach can be found on the web site listed above.