

## Martin Bonser ACIB

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An energetic Senior Manager with a wide range of experience in developing people in business through strategic planning methods.

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### KEY SKILLS

#### Training and Development

- Senior Tutor with NatWest at their training headquarters. Team Leader of 8 tutors responsible for the delivery of technical and self development courses to potential Branch Managers.
- Co-author of Corporate Lending Course involving formulation and presentation of technical information to Lending Managers.
- Development of staff through an Action Plan programme and regular monitoring.
- Responsibility for the development of Equitylink, a Business Angel service offered by Business Link.
- Appraisal and Development training within the bank and various SME companies.

#### Financial/Business Planning

- Preparation of Business Plans seeking financial assistance to launch their business ideas/expansion plans etc.
- Provide general financial advice to those businesses seeking guidance on various matters, particularly alternative lines of funding.
- Launched new unit in NatWest Norwich specialising in the management of high net worth clients - portfolio of 1000 clients.
- Provide strategic planning guidance using the Balanced Business Scorecard Method.

#### Sales and Marketing

- Regional Manager of Sales Force- specialising in sales of insurance, mortgages and investments responsibility for 120 staff.
- Invited by Regional Director to give direction and leadership to underperforming division – 56% of target at that time. Division achieved increased targets in both subsequent years.
- Developed a focused marketing plan enabling company to achieve increased Sales.

#### References to illustrate skills and experience

Whilst working for NatWest at Senior Management level, Martin had total accountability for performance/budgets/costs and human resources issues. He achieved Profitability 148% of target, costs 5% below target and gained Business Branch of the year in 1996. Since then he has also helped many businesses achieve increased performance and a return to profit from a loss making position.

#### CAREER HISTORY

Having worked in the banking industry for over 32 years at a number of branches throughout the country and head office in London, he was offered early retirement in 1997. He then worked as a freelance business adviser with Business Link joining WLP in 2001. He spends his time taking an active part in helping various businesses, with Strategic, Financial and Business Planning, Mentoring, Sales and Marketing and Business turn round.

#### PERSONAL INFORMATION

Resident in Norfolk with his wife. He has two adult children. He is a keen supporter of Norwich City F.C. where he chaired a team of professional advisers to identify and produce a number of viability studies that would produce additional income streams for the club. He is also chairman of his local village association, plays golf, enjoys walking and gardening.

CONTACT: Office: 0845 338 0228 Mobile: 07780 647099