

Simon Allen MBA

Simon works closely with business owners, boards and managers to help transform organizations to realize their true potential. He helps his clients by leading and delivering business growth through effective business planning and successful operational and marketing strategies.

KEY SKILLS

Operations Strategy

- Project management of a range of projects including software and hardware procurement and implementation.
- Implemented cultural changes, resulting in a more effective and efficient business operations with double-digit growth.
- Managed the expansion and growth of order throughput for the world's largest publisher of sheet music.
- Managed operational and cultural change of migration from a paper-based operation, to a paperless operation.
- Review of all operational and transportation costs, leading to substantial cost savings.

Marketing Strategy

- Researched Macro and Micro environments to identify competitive advantage.
- Carried out full marketing audits.
- Created and implemented strategic marketing plans.
- Used marketing strategy to turnaround under achieving organisations.
- Created the profile for potential M&A targets.
- Identified M&A targets for acquisition.
- Headed up M&A activity.
- Created and took to market a peer-to-peer trading platform.

CAREER HISTORY

Before joining WLP Simon held several Senior Managerial/Director positions in the Technology, Media and Telecommunications sectors. He holds an MBA from the school of business, management and technology at the University of East Anglia.

PERSONAL INFORMATION

Simon lives in Cambridge. He plays squash and runs for fitness and he enjoys watching football and playing golf.

CONTACT

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