

# Graeme Derby, Associate Consultant, WLP

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Graeme has a wide range of experience as a **strategic business leader**, with a particular focus on **digital innovation** and **introducing technology to improve overall businesses performance**.

## Key Skills

### Digital innovation

- Creation of business plans to support the use of digital technology.
- Development of client ROI to assess investment success.
- Assessment of digital impact on end user.
- Provide mentoring and coaching support to embed technological innovation.

### Business Planning

- Preparation of Business plans to support business innovation and growth plans.
- Development and implementation of successful sales and marketing strategies to support business objectives.

### Creating and developing leadership teams

- Provide mentoring and coaching support for senior management teams or individuals covering:
  - Business transformation
  - Assessment of financial and commercial strategy
  - Restructuring of business resources
  - Fund raising across banking, private equity and Angel sectors.

## Relevant Experience

Graeme has operated at senior levels in multi-national companies, family businesses and founded, led and sold his own technology business which focused on self-service hardware and software.

- Led sales team which sold software to the UK's largest retailer.
- Managed in-store digital communications network for large UK business.
- Created partner networks with global technology companies; IBM, Diebold Nixdorf and Intel.
- Advises two UK technology businesses on strategic direction and product strategy.

## Career History

Graeme has worked at a senior level in a variety of sectors, principally as MD or CEO with a focus on Sales & Marketing functions. His experience includes working in multi-nationals, family businesses, as well as creating, running and selling his own technology company.

## Interests

Graeme lives on the Essex/Suffolk border and is an enthusiastic golfer and Chairman of his Golf Club.

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