

EXCEPTIONAL NON-EXECUTIVE DIRECTOR

Established Senior Business Strategist, Leader and Non-Executive Director achieving exceptional results supporting 300+ companies across the construction and real estate sector to inspire people, improve performance, and increase profits. I have made a significant contribution to boards in the private, public and third sector. Experience covers, succession planning, change management, strategy development, turnaround, growth, and sustainability. I'm a highly motivated and dynamic leader with a track record in establishing, developing, and directing high-performing teams, to drive transformation and deliver growth. An exceptional communicator, influencer and collaborator who puts forward compelling cases for change.

Areas of Expertise

- Business Strategy
- P&L Performance
- Corporate Governance
- Bid Management
- Change Management
- Business Mentoring
- Commercial Performance
- Succession Planning
- Strategic Marketing
- Risk Management
- Business Turnaround
- Leadership Development
- Strategic Leadership
- Staff Development

Professional Affiliations & Memberships

Non-Executive Director | Homes Fix Scotland | | 2019 – Present

Non-Executive Director | Optimum Business Growth | 2022 - 2024

Non -Executive Director | Voluntary Action East Renfrewshire | 2014 – 2017

Business Mentor | Scottish Chamber of Commerce | June 2022 – Present

Member (MCIM) | Chartered Institute of Marketing | 1996 – Present

Vice Chair | Chartered Institute of Marketing Scotland | | 2003 – 2005

Co-Founder | President | Chartered Institute of Marketing Construction Industry Group Scotland | 1999 - 2004

Ex Deacon | The Incorporation of Wrights in Glasgow | | 1999 – Present

Chairman | Craftex Competition and Exhibition for The Trades House of Glasgow | 2011 – Present

Education Committee Member | The Trades House of Glasgow | 2018 – Present

Director | Association of Deacons | 2017 – 2024

Accomplishments

- Introduced the Objective and Key Results methodology to the UK Board of a Global Technical Services business, which helped create improve corporate governance. I used OKR's to create and lead a high performing marketing team and transformed the way performance was managed.
- Whilst on the Board of a Third Sector Organisation I develop the strategy, which improved governance and put the organisation on a firm financial footing and on a sustainable path, despite unprecedented grant funding cuts.
- Restructured and refocused the Leadership Team of a leading Housing Association's Maintenance Business, including replacing the Managing Director, so that the business now has a clear path to growth.
- Turned around a failing Division of a major Contractor, which in the previous year had **lost £1m**. Within a year the business was back in the black and **added 1.5% to its Net Margin. Continue to Mentor the Group Managing Director to create the strategic direction for the Group, which has seen the business record its most successful year in its 50-year history.**
- Boosted market share for Engineering Consultancy from **30% to 65%** within **nine** months by driving focus on high value clients, developed compelling bid offerings, and improving delivery performance.
- Established The Chartered Institute of Marketing Construction Industry Group Scotland (CIMCIGS) to promote marketing competency within construction industry, attracting **200** active members during tenure and made it one of the most profitable industry groups in the CIM.
- Created a Bid Management process which delivered 1:2 win rates and trained **4000+** people, across the UK, on formulating winning proposals and have supported clients to secure **£2Bn+** in projects, including major infrastructure projects.
- Turned around **two** failing divisions of national MEP Consultancy, partnering with location directors to provide focus and strategic direction as well as creating effective implementation plans returning both divisions to profitability.

Career Experience

McDEVITT & Co Ltd | UK Wide Present

April 2022 -

MANAGING DIRECTOR | Business Consultancy

A business consultancy that supports business leaders in the construction and property sectors to realise ambitious growth. Utilising my 28 years' experience in the sector, I advise and support leaders to develop winning strategies that inspire and engage their teams to achieve high performance.

- Developed and implemented a successful strategy that in less than a year turned around a division of a large contractor that was losing £1m p.a.
- Mentoring several company directors, providing strategic vision, challenge, and support
- Developed a growth strategy for a start-up Bid Management Company that went from 1 employee to 6 and is now gaining market share.
- Developed and Delivering a Leadership and Management Development Programme, for 70 delegates for a leading National Cost Consultancy

TUV SUD UK | UK Wide 2020 – April 2022

MANAGING DIRECTOR | Building Advisory Service

A key member of Main UK Board contributing to strategic business direction and operational performance improvement.

I was charged with Developing and leading the new Building Advisory Services division operating across UK construction and real estate sectors specialising in data management and analytics services. Recruited and led a growing team of technical experts on developing value-added service offering for clients, with full P&L ownership. directing business development and client winning activities, including strategic direction, bid writing and project pricing. Facilitated the provision of BIM and digital services utilising latest technology, including 3D scanning and thermography.

- Spearheaded establishment of new division as well as new service offerings, following extensive market research and analysis, successfully generating **£1M+** in tender opportunities.
- Partnered with leading software provider on development of unique, in-house Building Asset Portal, enabling maximised value from asset data for clients.
- Identified and leveraged market gap to maximise value from client's-built asset data, following extensive market research and creation of all marketing collaterals to promote new division.

HEAD OF UK MARKETING 2018 – 2021

Promoted on to the main UK Board, I was responsible for directing the marketing function across all five UK divisions, developing a high-performing integrated marketing team servicing all divisions and recognised as the top performing marketing team globally. Managed seven-figure marketing budget with 15 direct reports, including Bid Managers, Marketing Managers, Marketing Executives, and Co-ordinators. Partnered with all divisional managing directors on integrating marketing strategies to improve performance and drive business development. Championed cultural transformation and adoption business-wide, cultivating positive environments and overcoming various legacy issues including resistance to rebranding, cultural silos, and continued use of ineffective legacy systems.

- Headed successful rebrand across all business units, creating and promoting 'One TUV SUD' vision, boosting enquires, website and social media traffic, creating a higher profile in target market sectors for greater client retention and cross selling between divisions.
- Managed implementation and rollout of new CRM system business-wide, resulting in significantly improved lead generation and tracking as well as greater client focus and insights.
- Successfully introduced OKRs currently utilised across divisions for business performance management, streamlining performance management and transforming appraisal process leading to greater levels of engagement and productivity improvements.
- Directed consolidation and migration of existing website to new single website platform as well as consolidation of digital marketing channels.
- Model developed for UK business currently utilised across global marketing functions.

STAFF & BUSINESS DEVELOPMENT DIRECTOR | Real Estate Division 2017 – 2018

Headed development and management of marketing and business development functions, driving continuous process improvement as well as professional development initiatives. Formulated robust business strategies for 5 distinct business units in support of sustainable and continuous growth. Championed efforts to enhance commercial awareness within the business by introducing effective project management software, and commercial awareness training programme.

- Board Member for both the MEP Consultancy and Lift and Escalator divisions.
- Boosted bid success rates from **one in ten** to **one in three** with the introduction of new bid management process. Created compelling and compliant collaterals and trained over 50 technical people to succeed at Tender interviews.
- Spearheaded development and delivery of two award-winning management and leadership programmes, driving significant improvements across competency and productivity with participants rising through the ranks into senior management positions.
- Won CIBSE and Innovation Award from TUV SUD Group for management and leadership training academy programmes.
- Developed and led the marketing strategies for both the MEP and Lift businesses, which delivered increased profile in chosen market sectors.

Business Fix Ltd | UK Wide 2003 – 2017

MANAGING DIRECTOR

Directed business strategy consultancy service for 300 business across Scotland, Northern Ireland, and England. Provided strategic guidance and support on talent development, improving performance, and increasing profits to businesses of varied sizes from micro-enterprises to large corporations, such as FES, CCG, Scott Wilson Railways, Wallace Whittle, and Morgan Sindall. Partnered with business leaders to identify issues, outline root causes, and develop relevant strategies as well as implementation plans for significant business improvements.

- Established highly successfully business strategy consultancy business, gaining recognition as leading construction industry experts partnering with, architects, engineers, contractors, supply chain companies, professional bodies, trade organisations, as well as local and national government.
- Identified the need to promote innovation within the Scottish Construction Industry. Spearheaded inception, development, and orchestration of **Scottish Construction Convention**, the most interactive and innovative construction event within Scotland attracting up to **200** paying senior executives. The event attracted over 50 sponsors and exhibitors, making a significant return on investment.

Additional Experience

EXTERNAL ASSESSOR, Glasgow Caledonian University | Glasgow

MARKETING MANAGER, Mansell plc | Scotland

MARKETING MANAGER, Clark Contracts Ltd | Scotland

OPERATIONS MANAGER, Gameplan Ltd | UK Wide

Education

Master of Business Administration

University of Strathclyde Graduate School of Business | Glasgow

Specialisation: Leadership Development, Collaborative Working and Change Management

Post Graduate Diploma in Marketing

Edinburgh Napier University | Edinburgh

Bachelor of Arts (Dist.) in Business Economics with Finance

University of Paisley | Paisley