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## Bid Director

*Improving and maximising business outcomes by delivering strategic leadership and guidance.*

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Fully rounded Bid Director, with a track record of winning, who shares his knowledge and drives changes that enable organisations to sustainably increase win rates.

Proven history of developing the bidding and sales method, saving operational cost, increasing win rates, and creating unique tools to measure the quality of proposals. Instrumental in setting up best practices on the Shipley Proposal Method and Challenger Sale. Proficient in driving business results through effective recruitment, management, development, and coaching of high-performance teams. Excellent communicator with remarkable efficiency in strengthening relationships with clients, staff, and management.

### Highlights of Expertise

- Global Bid Management
- Budgeting & Cost Reduction
- Team Building & Leadership
- Building Best Practices
- Strategic Project Management
- Problem Analysis & Resolution
- Process Redesign & Change Management
- Strong Business Acumen

Created unique tools and guides that improve the ability to win. Available from [www.bidalchemy.co.uk](http://www.bidalchemy.co.uk)

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## Career Experience

### **BID DIRECTOR / COACH** (July 2020 to current)

*After leaving his last role and with the chaos of the Covid Pandemic, Martin created his own Bidding Consultancy business to enable him to undertake productive work whilst searching for the right FTE role. Within a short period of time, he has become fully utilised by organisations globally. Assignments and performance include:*

- ◆ Managed, coached, and actively supported bid teams working on key deals, with a 3:4 Win rate
- ◆ Implemented presales change project to increase sales performance. Including development of Best Practices, learning events, tooling, and provision of coaching
- ◆ Remote management and development of global organisations presales team, implementing sustainable change that lifts win rates
- ◆ Provided remote learning events to global and SME organisations

### **HEAD OF GLOBAL PRESALES OFFICES & QUALITY** (Jan 2017 to Apr 2019) Fujitsu Global (Pune)

*Develop and implement Fujitsu's offshore Presales service and methods for evaluating the quality of proposals and bid management based on the Shipley proposal method. While also being holding the Head of Best Practices role.*

Create, Lead, coach, and motivate the first shared service to achieve optimal performance levels. Ensure exceptional measurably higher quality of presales services at a higher win rate. Determine the ways to improve a document through success of the Proposal Quality Model. Manage a team of 200 people to maximise operational efficiency across four states in India.

- ◆ Organised learning events to succeed organisational standards for 800 people across continents.
- ◆ Gained solution business award by Fujitsu Group in 2018 and the global lean award in the same year.
- ◆ Minimised the cost of services delivery by over 50% against traditional delivery methods whilst raising the win rate.
- ◆ Active Bid management of Asia based bids for the Global Business with a 3:4-win rate.

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**HEAD OF BIDDING BEST PRACTICES and BID DIRECTOR** (August 2014 to Jun 2020) Fujitsu EMEIA Wide

*Created bidding and sales method (over 80 assets) and established the associated learning assets and tools through implementation of best practices.*

Coached and developed highly productive presales teams to ensure completion of sales objectives. Delivered effective support on bid workshops and trained bid managers and opportunity owners. Lead and support bid teams to achieve optimal performance levels.

- ◆ Active management of key deals, with a win rate of 2:3
- ◆ Lifted the cross-business win rate from 1:5 to 1:3.
- ◆ Planned and delivered multiple learning events to over 2,500 presales specialists.
- ◆ Established the bid management academy to supply a learning and career development pathway.
- ◆ Created and implemented best practices on Shipley proposal method and challenger sale.
- ◆ Determined and rectified deficiencies by conducting forensic analysis of key lost deals.
- ◆ Parachuted into poorly managed deals to turn them around, with a better than 2:3 win rate.

**BID DIRECTOR** (April 2012 to August 2014) Fujitsu UK

*Directed all operations of sales campaigns to increase sales across the public and private sector.*

Strengthened business partnership and built robust connection with stakeholders and devised effective win strategies. Responsible for all Bid Management activities, often parachuted into failing deals.

- ◆ 1:1 win rate for the last 7 deals (£250m contract value).
- ◆ Headed high performance team that gained 100% enthusiasm to win against a clear action plan.

**CHANGE ACTIVITST** (July 2009 to April 2012) Fujitsu UK

Delivered effective support in driving the sales performance of the organisation. Developed and executed significant change programmes, whilst leading the teams to maximise operational efficiency. Saved operational cost and improved overall performance through delivery of programme. Conducted effective training programmes to coach and develop highly productive teams of 500 employees.

- ◆ Decreased operations costs by 12% and increased win rate from 1:3 to 1:2.
- ◆ Improved removal of waste by £10M within one year, increased external customer satisfaction on all accounts to ensure continuous improvement, creating a 14 times Return on Investment.

**BID DIRECTOR AND HEAD OF BIDDING EMEIA REGION** (April 2004 to July 2009)

Led campaign to increase win rate and achieve significant growth through winning large service deals.

- ◆ Bid Directed key service deals, win rate 1:2. Won 6 deals with value of £2 billion
- ◆ Developed and delivered change programme to increase win rate from 1:7 – 1:3.
- ◆ Bid Management of public sector deals with varying security levels

**HEAD OF PRESALES (Asia-Pac)** (Aug 1999 to April 2004)

Managed the key deals across Asia Pac Region and developed the presales environment.

- ◆ Win Rate 1:2 across services, products, and component sales.
- ◆ Developed the sales approach, including assurance and governance approaches for national organisations.

## Education & Credentials

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### (BA) Hons

*Business Studies, Thames Polytechnic, London*

### Professional Development

- Board Member of APMP in India, until April 2019

### Awards

- Fujitsu Platinum Award for Performance (Building Presales as a service)
- Multiple Gold Award for winning bids and delivering business change.
- Qfinity Award for Lean Thinking
- Fujitsu Solution Business of the Year
- Highest Win Rate within the EMEIA bid management team

## Acumen

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Has a strong reputation as a thought leader within the game of sales and presales. Creator of multiple guides and tools to support the learning of Bid and Proposal Managers. Presented at multiple external events.

Martin has created and shares unique and proven methods for:

- Measuring and increasing the quality of proposals, that results in increased wins
- Visually representing the competitive map that enables 'what if' scenarios to test the implementation of tactics

Examples of the guides and tools are available on request or from [www.Bidalchemy.co.uk](http://www.Bidalchemy.co.uk).

### Guides

- How customers make buy decisions. A unique look at how people make decisions to buy that enable the development of more compelling proposals.
- How to increase the quality of your proposal. A method for measuring quality, supported by a tool. This enables bid teams to make small changes to proposals that significantly lifts the readability and win rate.
- How to evaluate and improve the proposition. A method and tool for measuring whether the proposition is strong enough to beat the competition.

Martin is currently working on Sun Tzu and the Art of Sales, a conversion of the Art of War into strategies and tactics to improve the win outcome for sales teams.