

CURRICULUM VITAE



NAME:	Thomas Coles B.Sc. (Hons)	COMPANY:	Management Systems Modelling Ltd
NATIONALITY:	British	JOB TITLE:	Managing Director
HEALTH:	Excellent	MARITAL STATUS:	Married + 3 children

PROFILE

I have created a successful, high quality bespoke software and IT services company. I have devised and implemented the company's strategy focusing externally on insurance/risk engineering and the third sector – both keen on our 'lower risk' positioning – and internally on marketing, sales, people and cash. I've been particularly successful at building a quality management team and recruitment and retention strategy to secure only the best technical people. I have P&L responsibility for the whole company and am proud that we exceed our stretching targets.

In the last thirteen years I've been responsible for all sales and marketing activity of the company, as well as overseeing delivery in the early days. I've single-handedly won major clients in the third sector, financial services sector and IT subcontract market. I've won most of the company's turnover (c. £16 million) and generated it primarily from referrals and web leads since 1998. I'm comfortable operating at all levels within client companies and capable of solution selling from presenting a business case to gathering requirements. I'm a strong believer in building long term relationships with clients and winning their trust in order to secure repeat business.

I'm a committee member of the Intellect Insurance Workstream within their Financial Services programme.

Everything we've done, and everything we plan, is about building long term value for our team, our clients and our shareholders. Our mission sums it up nicely: "To cherish our team and clients, alongside profitable growth." I'm proud that clients describe us as honest, personable and professional.

We are now entering a new period in the company's growth and having built an excellent team my focus has now shifted to ensure that we continue to cope with our growth.

I have an uncanny ability to see the whole picture of our business and clients' businesses while being detail orientated. I am a strong believer in applying common sense to any situation and am energetic and expect the same characteristics from those around me. My personal objective is to continue to be criticised for being too honest while growing the business substantially.

EMPLOYMENT

June 1998 to date
full-time Managing Director, Management Systems Modelling Ltd.
City of London; Bristol; Exeter

I co-founded MSM and am the largest shareholder controlling 81% with my family. Key achievements so far: growth from 2 to 43 FTE; good manageable growth including 9% in 2009/10 significantly outperforming our market during the recession; high levels of client satisfaction and retention including an excellent reputation in our key insurance and charity markets; surviving the sector downturn from 2001-2003; development and roll out of a formal quality management system leading to ISO certification and consistent project delivery – 98% of projects on time and under budget; driving excellent application support services and achievement of SLAs; good recruitment process and excellent staff retention and motivation.

July 1997 to May 1998
full-time Software Engineer for Kudos Business Systems
Salcombe, Devon Reason for Leaving: I resigned to start MSM.
Also Summer vacation 1996 Kudos were a bespoke software house. My job involved the whole development lifecycle, working mostly with Delphi but also HTML and other platforms. The highest profile system I developed was a half million record mailing house database for a client operating through J. Sainsbury PLC.



TRAINING

Various technical and managerial courses since founding MSM, including Institute of Directors, Intellect and Sandler courses.

EDUCATION / QUALIFICATIONS

Qualifications

First Degree completed Summer 1997 B.Sc. (Hons) 2:1 in Computer Science

A'levels taken Summer 1994

GCSEs taken Summer 1992

One grade A, two grade Bs

Seven grade As, one grade B and one grade C.

Schools / Colleges Attended from age 11

	<i>From</i>	<i>To</i>
University of York	10/94	06/97
Kennicott VI Form College (at KEVICC)	09/92	07/94
King Edward VI Community College, Totnes	09/87	07/92

OTHER RELEVANT EXPERIENCE

October 2010 to date
voluntary Trustee & Secretary of Bradninch Old School Community Trust (t/a Every Bradninch Child Matters) charity

Every Bradninch Child Matters is a project conceived by a group of parents to create a new community building for the use of all youth groups in the town. A similar attempt was made eight years ago and I am a founding Trustee of the new effort, representing Playgroup.

October 2004 to date
voluntary Chairman of Management Charity, Duchy Pre-school & Playgroup, Bradninch

Wanting to contribute I approached the Trust and was immediately co-opted, then elected Chairman three months later. Achievements have included: changing culture to think like a business rather than an educational charity and thus doubling turnover in 12 months; increasing capacity by 50% for benefit of local community; retaining most senior member of staff by offering career progression in our business plan.

January 2001 to July 2006
voluntary Vice Chair of Foundation Charity, King Edward VI Community College, Totnes

I was nominated by the Local Education Authority. The Foundation manages substantial investments on behalf of the College. Three years after my appointment I was appointed Chair of the Investment Panel and Vice Chair of the Trustees.

September 1997 to July 2004
voluntary Member of Board of Governors, King Edward VI Community College, Totnes

I was nominated by the Local Education Authority for two terms. I was elected as Vice-Chair for two years before resigning due to family relocation. I previously chaired the Finance Committee and sat on other sub-committees: Strategy, Personnel, Sites & Buildings and PR & Marketing.

I have also previously volunteered for the Conservative Party and South Devon Railway Trust (a Reg'd Charity).

OTHER INTERESTS

Our children; half marathons; gym; watching Formula 1 motor racing.

REFERENCES

Any of our clients can be approached. Please contact us for details.