

CHRIS RHODES

PROFILE

A results-focussed **Business Improvement Specialist** with extensive experience of working with large corporate and SME-sized technology based companies. Ability to **revive loss-making businesses**, deliver **increased revenues**, **improve KPI's** and achieve **profitable business growth**. Expertise in strategic planning, business recovery, business development, service improvement, cost reduction, business planning, operational efficiency, programme management and increasing market share.



Accelerus Ltd:
Partner

2010 to Present

Accelerus provides hands-on operational support to businesses by leadership-level experts at a cost that small to medium companies can afford. Whether they need to maximise a big opportunity for growth or if they are facing a challenging period and need help to get back on track, Accelerus works at pace, and side-by-side with business leaders to deliver rapid operational improvement.

- Directed launch of first product to market on behalf of thin film loudspeaker company. Implemented supply chain component scheduling system, reducing material procurement lead times by 70%. Appointed CEO, reduced operating cost by 50% and secured £3 million capital injection.
- Created and launched client value improvement programme on behalf of business sale brokerage firm.
- Developed and Implemented recovery plan on behalf of the UK's largest trawler fleet client. Improved operational efficiency from 40% to 70% and restored profitability after 5 years of heavy losses.
- Produced business plan on behalf of Bloodhound SSC (Richard Noble's latest land speed record attempt), to support application to HMG for grant funding.
- Produced and implemented 5 year exit plan for bio tech start-up business, resulting in over-subscribed funding round.
- Created business expansion plan for automotive blow moulding client, resulting in the achievement of pre-set corporate guidelines for revenue and profitability growth.
- Introduced new business model on behalf of IT software client, restructured leadership team and enhanced client proposition, thereby winning sufficient new business to safeguard near to mid-term liquidity.



Centurion Electronics Plc:
Chief Executive Officer

2004 to 2010

Portable DVD supplier trading in the retail and independent aftermarket sectors, employing 85 staff and generating annual revenues of £16 million. Headhunted to refocus business and grow automotive client base.

- Implemented corporate recovery plan that led to the turn around of loss-making business. Now a profitable tier one automotive in-car entertainment supplier.
- Wrote business plan and coordinated efforts to raise £3 million from institutional investors.
- Directed Centurion team in securing 6 new global customer contracts increasing annual revenue potential from £4 million to £30 million.



**Reviver Ltd:
Director**

2003 to 2004

Created to engage in company acquisitions, restructuring and the net asset value enhancement of under-performing companies. Engaged in manufacturing/technical service company acquisitions, corporate revival projects and advisory activities.



**Johnson Controls Incorporated (JCI):
Vice President & General Manager, Ford/PAG Business Unit (EU)**

1998 to 2003

Leading producer of vehicle interior systems with annual revenues of £11 billion. Headhunted to transform under-performing Emerging Markets function of the Ford Customer Business Unit. Promoted to General Manager and then Vice President & General Manager of 2,500 employee, £600 million annual revenue division.

- Led multi-disciplined team in the acquisition of one of the corporation's most aggressive competitors. Added additional £3 million in annual earnings and, having eliminated a financially weak and non-compliant supplier, enhanced customer relationship.
- Created and implemented in-depth business unit restructuring plan that in 6 months consolidated 2 management teams, 3 plants and 2 technical centres. Saved £10 million p.a. and improved management team morale and effectiveness.
- Identified and analysed key success factors and thereafter implemented an effective plan that led to JCI becoming Ford's leading European seating system supplier. Resulted in favourable negotiating conditions and the achievement of 85% market share.
- Led multi-national manufacturing start-up team of over 100 in building the Ford Mondeo headliner module assembly line within Ford's Genk assembly plant. Secured customer sign-off to launch timing requirements and achieved process and volume KPI objectives within 10 days of start-up.
- Presided over monthly programme reviews; observed, monitored and evaluated the progress of 42 projects and coordinated the implementation of the necessary corrective action plans in order to ensure full KPI and business case compliance.
- Evaluated the key success factors and failure modes contributing to the turnaround of Redditch plant and implemented corrective actions where necessary; resulted in a 35% increase in operational efficiency within 12 weeks and the reversal of an annualised loss of over £2 million.



**Valeo SA:
Various Senior Management Positions**

1988 to 1998

Top ten global tier one automotive industry supplier with annual revenues of circa £11 billion; manufacturing alternators, electronics, wiper modules, lighting, security, HVAC and engine cooling systems.



General Manager, Valeo Lighting Systems (UK)

1997 to 1998

Promoted to improve operational efficiency of £10 million revenue division and accelerate market share growth with key customers in the UK.

- Ensured that the Valeo Lighting executive team understood, and agreed with, the importance of supporting customers with vehicle assembly operations in the UK; having maintained a concise and accurate analysis of key success factors, increased annualised revenue potential by over 70% in 11 months to £17 million.
- Saved £200,000 in 6 months by eliminated 20% of annual operating costs through the identification and analysis of specific process and procedural weaknesses, duplication and non-value add activities.
- Resolved organisational disputes between the UK Lighting Division and its French parent, thereby strengthening operational links within the entire European organisation.



Sales & Marketing Director, Valeo Thermal Systems (USA)

1993 to 1997

Relocated to the US to lead the N. American business development team of £400 million revenue division.

- Established and led multi-national sales & marketing team; implemented a strategic plan that resulted in the abandonment of the long-standing internal sourcing policies of both Ford and General Motors, thereby increasing revenues by 45% to £580 million p.a.
- Fostered positive relationships with Chrysler/Valeo joint venture decision makers and delivered an effective plan that resolved long-standing areas of dispute between the two.



Sales & Marketing Director, Valeo Climate Control (UK)

1988 to 1993

Persuaded to re-join Delanair (acquired by Valeo in 1990) as Special Project Manager. Established material supply constraint solutions; promoted to Sales & Marketing Director of £60 million revenue division on completion.

- Led sales team in the achievement of corporate benchmark levels of business growth and customer satisfaction.

EARLY CAREER HISTORY

- RB Technology Ltd. / ED Bishop Ltd: MD / Sales & Marketing Director 1987 to 1988
- Delanair Ltd (acquired by Valeo in 1990): General Sales Manager 1983 to 1987
- R A Lister Ltd: Senior Buyer 1980 to 1983

CONTINUED PROFESSIONAL DEVELOPMENT

- JCI Leadership Institute (Maastricht) April 2000
- Dale Carnegie (Detroit) March - May 1994
- Crosby (London) May 1991
- INSEAD (Paris) March - May 1990
- TV Engineering HND (South Africa) December 1976
- Graduated (South Africa) December 1974