

Paul Farmer

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Date of Birth: 30/05/1952
Nationality: British

Personal Profile

Paul Farmer scores highly in 360 degree leadership evaluation surveys on clarity, team commitment and delegation of authority and responsibility. His key leadership styles are visionary, participative and coaching, backed up by directive, and affiliative styles when required. His change style has been identified as an originator rather than a conservator.

(Surveys by Hay Group, Genesis Consortium, and Centre for Creative Leadership Brussels).

In 2000 Paul founded his own consultancy specializing in customer focused strategy in the business-to-business sector. Paul combines a university educational background in Science, Engineering, and Management with extensive work experience in business-to-business marketing, business strategy, and Business Unit leadership. In November 2007 Paul was awarded a "Fellowship of the Chartered Management Institute", the highest grade of statutory membership, in recognition of significant strategic and operational influence and his key role in management.

Professional Experience and Significant Achievements

BtoB Management Services.

2000 – Present

Consulting and training company in customer-focused business-to-business marketing and business strategy.

- Owner and founder.
- Advised clients in developing and facilitated execution of business and marketing strategies.
- Trained middle and senior management in "Marketing Excellence" in client companies.
- Taught 600 BP Chemicals management in Marketing Excellence over 5 years.
- Facilitated custom developed 1 to 3 day workshops for client companies to solve strategy and business challenges in an interactive and participative manner.
- Contributed positively to client companies' business results respectively in the areas of:
 - Increased revenue, margins, market share for client companies.
 - Positioning of client, product, and clarity of Vision, Mission and Strategy.
 - Successful strategy execution.
 - Achieving preferred supplier status for clients.
 - Moving clients from internal product focus to customer orientation.
 - Solving client's current internal challenges and issues.

Clients include:

Kemira Oyj., Kemira Water, Kemira ChemSolutions, Kemira Paper Chemicals, Kemira Specialty, Kemira ChemiDet, Kemira Shared Services in Finland, Sweden, Germany and The Netherlands.

Syntens (Dutch Ministry Economic Affairs/Ch. of Commerce initiative to promote marketing innovation).

Provimi Holding BV , Provimi Nederland BV, Rotterdam Netherlands (Animal Nutrition).

Cyber BV Bodegraven Netherlands (Public landscape advisors).

Verdugt BV, Tiel Netherlands (Additives food, pharma, animal feed, and chemicals).

Mijnsbergen BV Mijdrecht Netherlands (Transmission drive engineering).

BP Chemicals, BP PlasTec, BP Poly Alpha Olefins, in UK, Germany, Italy, Belgium, Malaysia.

Central North Sea Fibre Telecomms Company Aberdeen Scotland (Fibre telecoms North Sea).

BP Exploration, Scotland, National Grid Company plc England, Statgen, Norway (JV power supply).

Earlier Career Background

BP Chemicals Ltd. Amstelveen Netherlands	BU Manager Breathable Film	1999-2000
Amoco Fabrics BV Amstelveen Netherlands	Business Manager	1992-1999
	Group Marketing Manager Floorcovering	1988-1992
Amoco Deutschland, Gronau, Germany	Grp Mktng&Dev Manager Floorcovering	1985-1988
	Development Manager PP Tape Fabrics	1981-1985
Amoco Fabrics UK Ltd, Consett, England	Production Manager Extrusion	1980-1981
	Assistant Technical Manager	1978-1980
J H Fenner, Hull, England	Textile Technologist	1974-1978

Earlier Career Highlights

BU Manager Breathable film (BP) and Business Manager (Amoco 1992-2000).

- Achieved a revenue growth from zero to \$18m within 2 years, with net profits of \$10m and profit per unit 4 times greater than the competitive product.
- Lead a business team of 35 professionals to execute required changes to facilitate successful implementation of SAP throughout Amoco Chemicals Europe.
- Researched and reviewed possible locations for new production site in Eastern / Central Europe. Lead negotiating team on purchase of site at Gyor Hungary.
- Maintained 30-35% market shares in a competitive Floorcovering market returning profits of DM16-20m on revenues of DM135m.

Academic Background

1st Class Honours Degree, Textile Science	University of Bradford, England.	1974
Post Graduate Diploma in Management Studies	College of Higher Education, Hull, England.	1977
Leadership Development Programme	Centre for Creative Leadership, Brussels, Belgium.	1998
NT2 II, Diploma in Dutch as 2nd Language	Utrecht, Netherlands.	2000
<u>Internal Company Courses</u>		
Negotiating Skills	Amoco, Amstelveen, Netherlands.	1990
Change Management	Amoco, Chicago, USA.	1991
Supervoice - press/media interviews in crisis situations	Amoco, London, England	1995

Professional Development

Fellowship Chartered Management Institute (FCMI)	Chartered Management Institute, England.	2007
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Other Information

Languages: English (mother tongue); Dutch (Fluent spoken and written); German (fluent but used infrequently since 2000).

Chapter Director BNI Amsterdam 2007-2008.

Built a Merlin open top sportscar using imported body shell and Ford engine and transmission parts.

June 2010