



Principal Consultant - Profile



Steve Shergold, BSc, MBA

Executive Summary

Steve is a multi skilled, practical, hands-on consultant that can operate at every level within an organisation.

Steve has over 25 years experience in the IT industry starting initially as an engineer and then progressing to sales, marketing and business development roles. Over the last 15 years Steve has specialised in the promotion and development of principally UK, German and North American companies to initiate their businesses in Europe. These services include establishing start-up subsidiaries of North American and German based parents, Partnering, M&A, Public Relations, Marketing Communications & Planning and co-ordinating distribution and reseller programmes.

Steve is the owner and principal consultant of TTA Communications; a company founded 18 years ago that provides vendor independent professional services to companies wishing to expand their business into international markets.

Steve is an ideal resource for both national and international companies that do not have the budget or the necessity to employ an executive on a full-time basis. Steve can be hired on an ad-hoc/monthly retainer or on a fixed price project basis.

Steve is a member of the Institute of Directors (IOD), Chartered Institute of Marketing (CIM) and has a BSc. degree in Electronic Engineering and an MBA Degree from Bath University. Steve is also a business mentor for the Princes Trust, a charity that assists young people start their own businesses.



Skills and selected career highlights

Marketing Consultant

Client - Swyx Communications AG. Steve has been involved with planning and implementing all Swyx's major marketing campaigns for the last 8 years, including the highly successful 'Telephony is Dead' campaign which helped established Swyx as a 'thought' leader in the IP telephony world. Swyx is now the largest supplier of 'pure' IP telephony solutions to the SME market (Source MZA analysts).

Client - Port@l Limited. Portal is the UK's leading provider of space and managed infrastructure solutions to 'blue chip' organisations such as Barclays Bank, Powergen and HFS Finance (part of the Capital One Group). Steve was appointed as '*fractional*' marketing manager', taking responsibility for all of the company's marketing activities and launching its unique 'Occupier Solutions' campaign.

Client - Videte IT AG is a German manufacturer of IP based video technology. Steve was responsible for launching the company's range of digital CCTV equipment into the UK and European markets. As a direct result of this campaign the company signed prestigious deals with Bristol Water and the DVLA (The government driver and vehicle licensing agency) and established distribution in the principal European markets.

International Business Development/ Consultant Managing Director

Client - ITK Telecommunications Limited (Now Digi International). ITK Telecommunications GmbH was a German ISDN company who wanted to expand their business into the UK. Steve was contracted to start their UK business from scratch, Tasks included, setting up the legal subsidiary, recruiting the staff, and signing all the distribution partners. During the two year contract Steve developed the business from £0 to £2M.

During this period Steve also managed the UK acquisition of the US modem manufacturer Telebit and integrated the two UK businesses into a single entity.

After ITK was successfully sold to Digi International, Steve was retained by Digi to be Consultant managing director of w&k Videocommunications GmbH in Germany, one of its daughter companies. Steve turned the company around from a perennial loss maker (for 4 years) into its first ever operating profit. Steve then, on behalf of Digi sold the company to its German management team.

Client - Amcat is a US based manufacturer of automated dialling software for the call centre industry. Amcat had already worked with TTA for a number of years on the PR side and had helped the company grow from a 2-man operation in 1999 to a 40 people operation in the UK in 2007. In 2004, Amcat decided it was right to expand its operation in Europe and contracted Steve to establish the initial business in Germany. In 2007 Amcat was sold to Noble systems - who in part were attracted by Amcat's strong presence in the UK and German markets.

Project Management

Client - TSB Trust (now Lloyds TSB Bank). Steve was appointed Project Director with the task to plan and implement a £1.5m campus wide network into TSB Trust in Andover and later at their facility in Tredegar Park Newport.



Client - Bibliotech Nationale (National Library of France). Steve spent one year in Paris managing one of Geac's (a specialist in automated library systems) most prestigious accounts. Steve was responsible for the smooth implementation of the campus -wide network, a considerable challenge involving delicate and constant diplomacy as this new technology was installed in effectively a national listed monument and all activities had to be carried out by French unionised labour.

Summary of services

Steve can complement and augment your existing senior management team by providing a fully managed marketing service that can include some or all of the following elements:

Strategic marketing services:

- **Strategic Audit:** a detailed internal and external examination of the markets, competition, business and economic environment, plus an evaluation of the client's value chain and the business drivers of the target market. The objective is to identify, strengths, weaknesses, opportunities and threats, define a clear marketing message, and detail the elements from which a new marketing plan can be created.
- **Marketing Plan:** Develop a marketing action plan that achieves the highest market impact for the budget available
- **Implementation:** Personally implement and manage all of the elements identified within the plan.
- **On-going support:** Represent the company at conferences and trade shows, speaker events, and company presentations.

Tactical Marketing services:

- PR and media relations
- Copywriting
- Trade show management
- Public speaking
- Collateral development
- Advertising and direct mail

Product marketing services:

- Competitive research
- Writing product guides
- Writing white papers
- Developing sales (fighting) guides
- Preparing and writing technical information and product briefs.
- Providing competitor analyses including:
Pricing, features, benefits, SWOT, distribution partners, market share.
- External and internal product/client training