

Michael Dominic Hannon – Consultant & Programmes Mgr.

A highly experienced Tech Business Consultant with 25+ years Global 'Full Spectrum' experience across a range of technologies and including department management. Engineering Degree and MBA. See [LinkedIn Profile](#).

EXPERIENCE

Marketing & Business Development:

- + **Developed Global Client Base** - Including Developing many Long-Term Blue-Chip Relationships
- *Industrials*: ABB, Alcatel Lucent IBM, Intel, Mitsubishi, NEC, Siemens, Toshiba
- *Development Corporations & Consultancies* : Scottish Enterprise, Czech Invest, + McKinsey, Bain +
- + **Developed And Managed International Marketing Services Team** - Added €100'sM To €Bn Electronics Players
- + **Designed, Created And Applied Proprietary Management Consultancy Tools** - '*Strategic Workshop*', '*M&A Routine*' & '*RFQ Generator*'
- + **Created & Run 'Continuous Information Service'** – 20 Years Focusing On Client's Customer's Requirements

Personal:

- + **Good Organisational, Team Building & Leadership Skills** - Interpersonal skills honed building team of 5
- + **Excellent Communication Skills** - evident in Client Project Findings Presentations and International talks (e.g. Budapest, Washington, Shanghai, Maui + WebEx)
- + **Self-Motivated Project Oriented Problem Solver** - with excellent analytical and presentation skills evidenced by Global Consultancy
- + **Creative & Highly Numerate Analyst With Attention To Detail** - good at adapting services to suit change & developing / Communicating requirements
- Results oriented with keen sense of priorities

RECENT WORK EXPERIENCE

- **PROGRAMMES MANAGER & CONSULTANT** – *Tangible Result*, Research & Digital Marketing Services Ayr, UK (2018 -present)
- **BUSINESS CONSULTANT AND INFORMATION SERVICE PROGRAMMES MANAGER** - *MHM Business Development Services* Ayr, UK (1987 – 2019)

The Companies I have created provide Business Consultancy, Marketing and Continuous Subscription Information Services for Private and Public-Sector Clients, in these roles I am responsible for:

- + **Marketing, Sales And Developing Research & Consultancy Team** - from scratch to five at peak.
- + **Managing Overall Business to Plan and Budget** – Managing multiple simultaneous Projects to time

::Marketing Experience::

+ Global Market Development Project

Experience: Market Sector & Regional

+ Service & Product Development

Experience:

+ **Tactical Marketing Experience:** Growth from Sales Leads Generation Service

- **Market Research:** Growing Business via Hundreds of Global Market Development Telephone Research Competitor & Market Analyses

- **Profile Raising Conference Presentations & Exhibitions :** 20+ Europe, Asia & USA

+ **Strategic Marketing Experience:** Marketing Strategy Development for MHM \$Bn Blue Chip Clients around the World

+ M&A, Supply Agreement & Tender

Experience – My Acquisition work adds €100'sM revenue for NAV cost while Disposals quietly cut the 'Dead Weight' freeing resources to enhance growth

:Earlier Employment:

Marketing Manager - Prestwick Holdings PLC, Ayr, UK (3 yrs.) Marketing Printed Circuit Boards, liaising with Advertising and PR agencies. New investment.

Market Analyst - Baker Perkins Holdings PLC, Peterborough, UK (2 yrs.)
Worked in Group Marketing Services team at HQ and seconded to Subsidiaries.

Production Engineer - Marconi Space and Defence Systems Hillend, UK (1 yr.) Four Products efficiently run /NPI

Associate Industrial Engineer - Scientific Atlanta Inc. Atlanta, USA. In- Degree Industrial 1.5-year placement

::Marketing Tools & Results::

Many Marketing projects - Globally developed new business in Government, Consumer, Medical, Defence, IT / Electronics and other sectors.

Increase in Client Service levels via Customer Surveys including Customer Perception enabling Client Service Business Step Change. See Development Experience

Digital Marketing - Driving Awareness & Sales with:

- **Email Campaigns:** Dozens of successful campaigns enhancing awareness typically from <35% to > 75%
- **Social Media Campaigns:** EG LinkedIn to connect Globally with target people
- **Innovative Marketing:** Using Digital marketing to generate Telephone Campaign prospects
- **Web Optimisation:** Significant SEO & Google Analytics experience and PPC understanding
- **Copy & Promotional Literature** - Many
- **CRM & Database:** Built 30,000 entry dBase

Globally many Site & WebEx Client Project Findings Presentations + Enhanced Client Marketing Strategy with Workshops see Strategic Marketing Workshops
Led many Client Outsourcing projects, for example:
Acquisition – Kimball Electronics
Disposal – Alcatel-Lucent, Flex
Supply Agreement - NEC (+Sale & Lease Back)

:Key Achievements:

+ Initiated company 'Technology and Market scan'
+ Enhanced **Pricing Policy** / profitability with Ad Agency Commissioned Perception analysis.
+ Literature & Pitching Presentations, Newsletter

+ Insightful Subsidiary reviews for Group MD enabling enhanced Group cohesiveness
+ Improved performance with **Competitor Analysis**
+ Planning for Large International Exhibitions
+ Designed efficient Defence Electronics Production Systems from GCHQ Design packages

+ Removed a key blockage in the production process increasing plant efficiency.
+ Production system Computerisation

EDUCATION & PERSONAL INTERESTS

+ **BSc Technology with Industrial Studies**, Edinburgh Napier University, Edinburgh (Exemption from Chartered Engineer Exams). Engineering focus, Mechanical and Electronics

+ **MBA - Final elective Advanced Finance Management**, Strathclyde University, Glasgow