



WENDY WHITE ASSOCIATES

Project Management, Lifestyle Management & Administration Services

Wendy White – Proprietor Biography



I would summarise myself as a commercially minded, business professional, with a transferable range of skills, covering sales, marketing, project management, partnership working and customer support services. Motivated by making a difference, with the philosophy that the secret of success is to help others be successful.

Working with SME's I have successfully implemented business plans which have demonstrated both a return on investment, as well as other operational benefits.

- ♣ Working with a local SME - Hippychick Ltd - I successfully delivered all elements of a project plan devised from a 5yr business plan. Completing all tasks on time and within budget. Identifying several thousand pounds of savings for the business and contributed to their successful entries into the annual Federation of Small Business Awards.
- ♣ As Bridgwater Town Centre Manager I successfully delivered all elements of a diverse business plan and established new initiatives, working with a range of agencies from the public and private sector.
- ♣ As a Senior Sales Executive at Orchard Information Systems I was responsible for all front line sales activity in the South of England. I secured over £1m worth of new business to Local Government and Housing Associations.
- ♣ During my time at Geac I was part of a team that concluded the successful sale of one of Geac's library information products to the Government of Malta and Gozo. This project comprised the automation of the National Library and the total Public and School Library and ancillary services for both islands.



- ♣ Managing teams of people (up to 20) technical, professional and administrative staff. Responsible for HR, recruitment, staff appraisal and training, budgeting, management reporting, correspondence and general administration.

Organisation of exhibitions and marketing events in the UK and Europe.

- 📌 Working with SME's I have organised a range of events relevant to their business needs.
- 📌 I successfully project managed "Environmental Impact 2005" which was a joint venture with Sedgemoor District Council and Somerset-Pro-Business Partnership. Over 300 delegates attended this event, which was organised in ten weeks on a very limited budget.
- 📌 As Town Centre Manager I organised a range of partnership activities to support traders and partners for Bridgwater. These included Christmas Light Switch-on events, Heritage Open Days, Crime Partnerships and launch of Town Guides. I successfully obtained funding for projects and new initiatives from local businesses, Sedgemoor District Council and outside funding agencies such as the Regional Development Authority and the Home Office.
- 📌 Acted as UK representative of Geac at the VMARK conference in San Diego California. Accepting the VMARK company partnership award at the Gala dinner and generally promoting Geac during the conference to targeted delegates.
- 📌 Responsible for the budget and organisation of Geac's attendance at the worldwide annual Library Conference in Sweden. Co-ordinating all event advertising, production of brochures and issue of invitations for the event to worldwide contacts.



- 📌 Arranging guest speakers at Director's breakfast and working with the Canadian Embassy who hosted a reception where the sale of a 'Geac Library System' to Stockholm University was announced.

Extensive experience in handling major key accounts and account management in general.

- 📌 With SME's I have negotiated fixed cost savings by reviewing service contracts.
- 📌 I have re-engineered support agreements which have resulted in increased fixed revenues to business.
- 📌 At Orchard I moved from Sales into a part-time Key Account Manager role, responsible for increasing revenue and forming relationships to ensure that accounts would act as a reference for future sales prospects.
- 📌 At Geac I managed the 'UK user group' for software development and support services. This included resolution of any contract issues and on several occasions I have successfully negotiated a win/win solution to both parties.
- 📌 Worked as part of a team involved with new company acquisition, investigating elements of a prospective business. Then managing the integration of new staff and customer accounts following purchase.

Successful projects manager, implementing strategic computer systems throughout Europe, SME 's business development projects, local authority partnerships and in the co-ordination of all associated functions.

- 📌 My skills are transferable and I have worked on projects with or without prior industry experience.
- 📌 Most recently, I have been involved with managing projects arising from business development plans. I have completed market research and developed new training programs. Produced new documentation and introduced new procedures. I have also investigated the impact of changes in legislation and presented reports for Directors and Managers.
- 📌 Project managed the introduction of new staff appraisal scheme, re-organised office and warehouse environment. Managed implementation of all recommendations from Health and Safety Report including production of required documentation.
- 📌 Project managed the achievement of the Home Office "Safer Shopping Award" which included the expansion of the radio link system to include Public Houses as well as retail premises in the Town Centre.
- 📌 Reporting to the MD at Orchard I was responsible for the creation of a new business unit; integrating a 3rd party reporting package into the company to replace the in-house developed solution. Achieved "Accredited Training Partner" status with BusinessObjects.
- 📌 At Orchard I managed a project at Suffolk County Council. This involved managing the installation and training of a Document Management System.
- 📌 At Geac projects included a 600+ networked library system at Essex County Council and projects in other London Borough's. Academic Libraries at Oxford University and Trinity College Dublin, the House of Lords library in London, IISG in Holland and the libraries of Malta & Gozo. In addition I took over and completed a project with a financial system at Kodak in Hemel Hempstead.
- 📌 Contributed to Geac obtaining ISO 9001 Quality Accreditation passing all quality audits.

