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Ian Hilder

Introduction

I have been described as a “ball of energy,” an enthusiast, a do-er, an achiever. Never afraid of a challenge, I bring a contagious passion and energy to everything I do. Often a little unconventional – ask me about the duck campaign – I am affable and quickly put people at their ease. But don’t be fooled: the enthusiastic, amiable character masks a tenacious persistence. Persuasion with a smile.

That is the side that comes naturally. What I have learnt is to focus that energy: to analyze and understand thoroughly situations and opportunities. That means knowing both what to do and why I do it. And that means being able to systemize so that success is not a one-off, but a process that is repeated again and again.

As a UK citizen living in the USA (with work permit that can be extended indefinitely), I am now looking to apply these skills and to use my experience in a position where I will make a real, significant contribution.

Experience Summary

- **Sales:** 20+ years, mostly in B2B solutions sales
- **Marketing:** 10+ years in marketing, including MBA (marketing)
- **Leadership:** 10+ years of multiple team management; theater impresario
- **Business Development:** Strategic level planning and implementation; created and administered the *Business Development Group* program
- **International:** Experience working in US, UK, France, Italy, Spain, Germany, The Netherlands and Belgium

Core Competencies

- Analytical and consultative approach to business opportunities
- Quick understanding of complex, technical issues
- Excellent strategic business planning and implementation skills
- Excellent customer relationship management skills
- Excellent written communication skills
- Excellent people management skills
- Highly driven and motivated

Significant Achievements

- Xerox Sales Achievement of the Year award in first full year. Included single, highest divisional sale with a value of \$2.5m
- Turnaround of loss-making firm to 12% net profit within nine months
- Creation and implementation of Business Development Group program
- Successful self-employed entrepreneur for seven years
- Writer, director and producer of successful, profitable community theater

Experience

2001 to present Mole & Honey Associates Ltd

Self-employed President

Sales, Marketing and Business Development consultancy

- Led marketing and sales initiative for new market entry on behalf of research client resulting in secured sales of \$1.1m in 2008
- Strategic re-alignment of loss-making IT firm which reduced turnover but achieved profit margins of 15-20%

Reason for Move to USA: The family experience of living in a different culture

April 2001 to August 2001

ContentGuard Inc

Associate Director of European Operations

ContentGuard was a MicroSoft and Xerox backed Internet start-up. After just four months:

- 2 major contracts were agreed and ready for signing (value c. \$3.6m over three years)
- 2 more final proposals verbally accepted (value c. \$2.6m)

Reason for Leaving: Company victim of dotcom burst which enabled personal ambition of starting own business

1999 to 2001

Xerox (UK) Ltd

Book Publishing Consultant

- Closed year (2000) at 125% of target (\$6.25m)
- Including one \$2.2m multi-part solution sale, the largest single deal within the division

Reason for Leaving: Headhunted by MicroSoft and Xerox to join ContentGuard, Inc.

1995 to 1999

Antony Rowe Ltd (Printers)

Sales Director (VP equivalent), '96 to '99. Marketing Manager, '95 to '96

- Company turnover rose from \$6.5m to \$17m (\$10.8m like for like)
- Part of executive team involved in company acquisition: successfully integrated and developed sales team
- Established national "brand" recognition

Reason for Leaving: Headhunted to join Xerox (UK) Ltd

1986 to 1995

Page Bros Ltd (Printers)

Customer Services Manager, '93 to '96. Sales Executive, '88 to '93

- Designed and implemented new schedule control system resulting in 4-5% improvement in productivity
- Increased sales from \$1.2m to \$6.2m in five years

Reason for Leaving: Career opportunity with Antony Rowe Ltd

Education

MBA (Marketing), Sundridge Park Management Centre

English BA (Hons), 2:1, University of Southampton, England including one semester's study at Rutgers University, New Jersey, USA

Interests

Community Theater (writing, directing, producing, acting); graphic design; writing; family.