

Steve Kitsberg

Profile

An experienced, marketing and communications professional with a successful track record of designing and implementing marketing communications strategies within the private and public sectors.

A professional people manager with developed leadership skills, effective at building and managing teams, results driven, goal orientated and self-motivated.

Achievements

Business Leader: Responsible for the vision, direction and growth of a retail design and marketing agency.

- Initiated and oversaw the delivery of the company's strategic objectives, progressively growing the company's annual turnover from £70k to of £2.5m
- Managed process improvement, team building and operational transformations to accommodate significant growth and market conditions

Marketing Executive: Managed a number of successful marketing initiatives on behalf of a number of household name clients

- Managed a series of product launches for high street brands, including the Design, Advertising, Sales Promotion, P.R. and Direct Marketing elements, from initial clients objectives, through to final deliverables
- Launched a range of high margin, high profit, innovative branded products
- Managed the collaboration with company's licensors relating to promotional strategies and marketing initiatives, including in store point of sale promotion initiatives with Superdrug, Boots the chemist, Lloyds the chemist, Asda, Tesco, Savers, Wilkinson and Debenhams
- Identified and developed overseas sales opportunities and agreed additional international territories to sell into, each under a new license agreement
- Secured board agreement to take the company onto the stock market and float on the Ofex exchange through J.P. Jenkins, produced the prospectus and managed the flotation on behalf of the board

Communications and Change Manager: Created and implemented many successful and effective communications strategies in support of a number of complex and sensitive initiatives including:

- A roll-out of a new performance management and personal development process to 4,500 employees nationally
- A multi million pound business change programme to rationalise and simplify a company's UK IT infrastructure and applications and reduce the amount of annual IT expenditure to a target percent of gross written premium
- A multi million pound transformation programme requiring new working practices, IT systems, processes & procedures and removal of a 'front office / back office' divide within a company's Customer Services function

- A multi million pound transformation programme to change the structure of the national foot-print of 47 offices, introduce new IT systems and new ways

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of working, reduce running costs and introduce a single UK-wide approach for managing procurement and its supplier relationships

- The design and roll-out of joint working practices supported by a new IT system, to 33 London Borough Councils, Transport for London, and over 100 utility companies to improve co-ordination, collaboration, communication and the planning of road works on London's roads in order to minimise the effects of congestion
- A ten year managed IT service and strategic transformation programme in partnership with Essex County Council to 44,000 employees to help them understand and prepare for new ways of working
- A £5 billion build programme involving seventeen major projects and many sub projects at Heathrow's Terminal 5
- A programme to enable the retail side of BT to simplify, speed up and target customer service, first person call completion and address the rebalancing of the inbound and outbound calling activities within its national new generation call centres
- Replacement of a company's Global IT infrastructure and business processes to support the development and introduction of new IT products to market within 90 days