

TOBY MIDDLETON

Mob: 07746 080000

Email: info@tobymiddleton.com

Web: www.tobymiddleton.com

PROFILE

A highly driven, versatile and influential **Director of Operations** with in-depth experience and a sustained record of success in running a number of prestigious retail and leisure establishments; managing and developing sales and operations across all levels. A dynamic business leader who utilises entrepreneurial talents combined with strategic planning and financial management skills to create and deliver platforms for profitable growth within these diverse operations. A driven professional, with strong leadership skills who is adept at building and maintaining key relationships at all levels including clients, stakeholders and vendors; effectively translating requirements and overseeing all issues through to completion. A commercially astute manager, with an impressive record for delivering and exceeding sales and profit targets. Both a team player and an independent, analytical thinker, with a genuine passion for delivering business outcomes that achieve sustainable, commercial success for all stakeholders.

KEY SKILLS AND EXPERTISE

- Business transformation
- General management
- Organisation design
- Strategic and operational planning
- Leadership and people management
- Stakeholder and client management
- Creating business growth
- Legal acumen
- Relationship management
- Administration
- Negotiation
- Documentation management
- Excellent IT skills
- Written and communication skills
- Quality control methodologies
- Full financial control
- Safety regulations/procedures/training

EXPERIENCE

2002 To Date **Director of Operations**
Peri's Leisure Ltd

Context: Peri's Leisure encompasses a portfolio of 5 separate business, comprising of; Mercy Night Club, Rocco's Bar and Restaurant, Lace Gentleman's Club, and Elements Bar and Lounge. Net value of group is approx. £30 mil, with a staff of over 160.

Key Achievements:

- Overseeing the complete turnaround of the leisure group, requiring many elements of strategic vision including: Ideas development; forward planning; research, analysis and evaluation; problem solving and resolution and the focussing of new business objectives: immediately improving adding revenue and profit for group by over 25% in the first year
- Responsible for all aspects of business development, necessitating creative and innovative approaches to generating new opportunities in addition to understanding business drivers and

continually looking for operational improvements: Revenue targets have been met or exceeded in every year of management, delivering net-profit increase of between 8 – 10% per annum

- Managing the delivery of on-going sales and marketing strategies incorporating concept design, implementation, contract negotiations and related account management
- Building a culture of people management based on valuing employees and grounded in ensuring clear communication is maintained at all levels. This involves, motivating, encouraging, training, `up-skilling` and explicitly recognising individuals' strengths within the work place. All of which facilitates high levels of employee trust and loyalty; improving retention, customer satisfaction and business revenue.
- Directing daily operations and logistics addressing; issue identification, coordinating feasibility studies, supply chain management, improving productivity and time efficiency, reducing costs, resource measurement, developing quality standards and installing best practice
- Continually championing the importance of maintaining the highest standards of customer care and services. In particular, within the night club and bar environment, focussing on safety and related legislative issues as well as undertaking regular customer analysis. This has enabled focussed targeting, accurate assessments of client needs and improved customer satisfaction
- Achieving consistently improved revenue for each establishment, following yearly reviews of all aspects of financial planning including; forecasting, full P&L responsibility, budgetary control and profit improvement: Attaining year on year revenue improvement and winning `Rank Leisure Night Club Manager of the Year` award on 2 occasions

Jan 2008 – Nov 2008 **Head of Strategic Change/Director of Operations**

Context: `Head-hunted` to act as primary consultant and Operations Director for a Hotels and Holiday business. Given remit to turn around stalling business

Key Achievements:

- Advised senior management team on the restructure of the business to better meet necessary changes in business and market requirements: Directly led to the implementation of new working practices and strategies for growth - still in effect
- Headed all elements of implementation following approval recommendations derived; including a restructure of management, staffing and selection of an out-sourcing IT delivery company and the subsequent successful transfer of the chain's IT operations
- Increased sales revenue by over 10% - 2008.
- Margin growth over 6% in 2008 versus previous year. Grew margin by 5.4% in 2009
- Major accounts retained and grown; personally negotiated and secured large commercial contract: Led to substantial increase in accounts

PRIOR CAREER

2000 to 2002	Promotions Manager - Pulse Night Club, Stevenage
1997 to 2000	Proprietor of a Night Club, USA
1993 to 1997	General Manger - Hippodrome Night Club, Colchester

SUPPORTING STATEMENT

I am seeking to challenge myself professionally and bring demonstrable value to a new business. In order to achieve these goals I am seeking a management or directorial position within an environment suited to the strengths I have developed in my career to date. Fundamentally, this means instigating change where and when necessary in order to drive forward the profitability and efficiency of any given organisation. My personal strength is being able to think creatively and innovatively whilst remaining commercially astute; to objectively and analytically assess the core strengths and/or weaknesses of a business before deciding on a course of action to address these needs. My strong interpersonal skills allow me to genuinely motivate and bring a culture of aspiration to company employees; encouraging individuals to work to their full potential and contribute, through a participatory approach, to a business's success as a whole. I hope, therefore, to gain a position where creative management is welcomed and the potential for growth and success is undefined.

EDUCATION/TRAINING

Master of Business Administration (Open University)
Bachelors of Business Administration (Open University)

ADDITIONAL INFORMATION

IT Skills: Word, Outlook, Excel (and others)

Interests: Fitness, music, online education, spending time with family