

Alan Cook CV

Alan is an experienced executive with more than twenty years experience as a managing director of both privately owned and plc companies. He has international knowledge, having dealt with suppliers and customers in Europe, USA and the Far East. He is familiar with distribution, added value and assembly operations and has particular skills in profit maximisation, sales, marketing and staff motivation demonstrated by a twenty year track record of business growth and profit



2005- Present Alman Consulting Ltd Managing Director

Providing independent business advice to help owner/managers improve the performance and profitability of their companies.

Alman Consulting is a ***** Quality Approved Service Provider for Business Link East Midlands

1993-2005 Acal TC (Formerly Townsend Coates) Managing Director

The company was a wholly owned subsidiary of Acal plc based in Guildford. The company had been making losses prior to my appointment. This was reversed in my first year and the company continued to be profitable throughout my time in charge. During my tenure turnover increased by 400%, I implemented a successful margin improvement programme, developed partnership programmes with key defence customers, achieved Investors in People status and created a high added value fibre optic assembly division. I was also Trustee of two Group Pension Funds.

(Electronic Component Distribution: Turnover £11million: 70 employees)

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1981-1993 Phoenix Mecano Ltd Managing Director

I created and ran a UK Sales, Marketing and Distribution Operation for a German manufacturer of Enclosures for Electronics, reporting to the German Board. Turnover increased ten fold over the period and duties included two relocations and the implementation of new computer systems as the company expanded.

(Industrial Products: Turnover £5million: 30 employees)

1977-1981 Independent Consultant

Own business venture specialising in the marketing of Industrial Control Equipment.

1975-1977 Colnbrook Instrument Developments Marketing Manager

Applied a modern sales & marketing strategy to a traditional family business providing Gyroscope and Oceanographic Equipment, mainly to Government and Military Organisations.

1972-1975 Chessell Marketing Engineer

Set up and ran the London sales office. Direct responsibility for sales and service to all home county customers.

1966-1972 GEC/AEI Telecomms Student Apprentice

Sandwich Degree Course and subsequent employment

Education and Qualifications

1978 Chartered Electrical Engineer

1975 Member of the Management Institute

1974 Post Graduate Diploma in Management Studies (Marketing Specialism)

1972 Member of the Institution of Electrical Engineers

1971 BSc Electrical & Electronic Engineering

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