



DBA Experts Register

An exclusive register of consultants, accredited by the **Design Business Association** (DBA), who can help design consultancies overcome their business issues.

DBA Experts

The DBA Experts Register is the DBA's "little black book" of people you can turn to for help.

They have all worked in the design industry for many years and understand how design businesses work and what it takes to be successful. They have also been accredited as DBA Experts through a series of suitability tests including reference checking and interviews.

How does it work?

Simple. If you feel you have a business issue that you cannot solve on your own, then you may consider calling in a DBA Accredited Expert - someone who can offer you consultation to find the best solution for your business. You discuss remuneration directly with the Expert after your initial conversation to gauge suitability.

The business issue could fall into any of the following areas:

- **Business Diagnostics** (Performance, Efficiency, M&As etc)
- **Finance** (Cashflow, Strategy, Equity, Ratios etc)
- **People Management** (Strategy, Process, Benefits, Appraisals)
- **People Development** (Coaching, Mentoring, Team Building, Training)
- **Business Development** (Marketing Strategy, Positioning, Client Retention, Procurement)
- **Legal** (IP, Trademarks, Health & Safety, Contracts)

Who are the DBA Experts?

Ralph Ardill



Financial Planning: Performance & Efficiency

Legal & Ethical: Client/Consultancy Contracts

Business Processes: Business Strategy & Planning • Business

Diagnostics Marketing: New Business Development • Marketing Strategy & Planning • Client Retention & Development • Procurement

Today Ralph's passion is for harnessing everything he's learned from what he calls his "20 year apprenticeship" to now work with smaller and medium sized privately-owned UK businesses – both corporate and creative agencies - as an independent board-level instigator for change to help them deliver accelerated and coherent brand-led, design inspired transformation and growth across the total experience – inside and out – of their businesses.

In doing so Ralph works closely with each of his clients to bring to bear the full value of his highly pragmatic and personal fusion of management consulting, brand strategy, experience design and change management to deliver rapid improvement to the front-line and bottom-line of their businesses.

Gary Baxter - Lightbox



Financial Planning: Performance and Efficiency • Funding • Systems and Accounting • Financial Management and Budgeting

Black and Pink is a financial management consultancy specializing in creative companies. We offer practical management advice and avoid financial jargon. Our clients cover a wide range of businesses, from start-ups to long established design groups.

Our work falls into four main categories:

- Health Check – review of financial performance, team evaluation and benchmarking against peer group.
- Financial Reporting – review of accounting and project management systems, and introduction of clear financial planning and reporting techniques.
- Financial Management – monthly or quarterly involvement, including attendance at management meetings and preparation of financial information analysis of actual performance against budgets.
- Business Planning – management aspiration analysis and evaluation, client perception audits, and preparation of three- five year financial plan.

James Selby-Bennett - Humphries Kirk



Financial Planning: Mergers & Acquisitions

Legal and Ethical: Intellectual Property Rights • Trademarks • Health and Safety • Client/Consultancy Contacts • Terms & Conditions

People: Human Resource Management • Employment Contracts/Handbook

Business Processes: Business Strategy & Planning • Business Diagnostics

I have been the DBA solicitor for over 15 years and used to giving practical and user friendly commercial legal advice to design consultancies in relation to all aspects of the Design Business including intellectual property law, artistic law, contract law, international law, competition law and employment law.

Kate Blandford - Kate Blandford Consulting Ltd



Marketing: New Business Development • Marketing Strategy & Planning • Client Retention & Development

Injecting the client perspective is where Kate can really help; into your sales, marketing and business development plans, opportunities and activities as well as your on-going client relationships. She will build her knowledge of clients' needs and desires and blend with your own objectives to improve your targeting and effectiveness.

Ian Cochrane – Tice Group



Financial Planning: Performance & Efficiency • Funding • System Accounting • Mergers & Acquisitions • Financial Management & Budgeting

Business Processes: Business Strategy & Planning • Business Diagnostics

People: Human Resource Management • Coaching • Mentoring
Marketing: Marketing Strategy & Planning

"Poacher turned gamekeeper turned non-exec"

I spent 12 years running Europe's two largest design consultancies (Fitch Worldwide and Landor Europe) and then decided to be less hands-on, becoming an advisor to ambitious creative leaders helping them avoid the mistakes I had made.

Now, with a further 20 years industry experience behind me, I usually operate as a non-exec director: giving ideas, challenging, questioning, supporting, facilitating and encouraging. My style is honest, direct and forthright but delivered in a caring and sensitive way - it's interesting that many of my clients are successful business women

who have undoubtedly helped me hone this style and refreshed the way I do things.

"We are all more effective in someone else's board room"

I work with agency boards just as they work with client boards. I see the business from a different perspective and I'm not emotionally attached, allowing me to clearly see both the problems and the potential. My mission is to ensure that the business grows in a way that shareholders want as opposed to how clients want things to be; to help the business set a growth agenda and ensure it sticks to it rigidly despite the daily demands of a busy design agency.

Gordon Haxton – Haxton



Financial Planning: Performance & Efficiency • Funding • Systems & Accounting • Mergers & Acquisitions • Financial Management & Budgeting

Business Processes: Business Strategy & Planning • Business Diagnostics • Process Management • Project Management

I have been involved with clients in the design business for almost twenty years and have an in depth understanding of what a design business owner needs from their accountants.

With our help a client can develop a clear business strategy, a sustainable business model and an understanding of how to deliver profitable growth.

Through the delivery of accurate and meaningful financial information and regular meetings a client will be able to make excellent business decisions and achieve their personal aspirations.

Jonathan Kirk – Up to the Light Ltd



Business Processes: Business Strategy and Planning

People: Staff Development & Training Plan • Coaching • Mentoring • Motivation • Training

Marketing: New Business Development • Marketing Strategy and Planning • Client Retention and Development • Brand Strategy/Account Direction

Up to the Light works with agencies who are hungry for growth or looking to achieve a next stage of development. Services: Defining a real point of difference versus competitors, new business/client development strategy, pitch partnering, training, client/lost pitch interviews. Our approach is insight-led and challenges many existing assumptions.

Chris Lang – Flash Accounts Ltd



Financial Planning: Performance & Efficiency • Funding • System Accounting • Mergers & Acquisitions • Financial Management & Budgeting •

Business Processes: Business Strategy & Planning • Business Diagnostics • Process Management • Project Management •

Chris and his team have worked with many companies over the past 5 years to help improve their financial performance, not only by processing day to day data but also improving processes and commercial awareness throughout the company. This approach ensures high quality information and therefore better decision making at the top level.

James Maher - Foot Davson Financial Advisors Ltd



Financial Planning: Pensions & Tax Planning

James joined Foot Davson in October 2002 with over 30 years experience in the financial services industry. He was appointed a director in 2007.

This experience enables James to offer financial planning to both individuals and businesses, advising on all aspects, not just a narrow range.

Simon May - Managing Consultant Octane



Business Processes: Business Strategy & Planning • Business Diagnostics • Process Management

Marketing: Marketing Strategy & Planning • Client Retention & Development • Procurement

Octane is a performance consultancy. We work within the Creative Sector to deliver performance improvements on both sides of the design supply relationship. We specialise in design management, design procurement, supply chain management and project engagement.

We work to ensure that both parties in the project relationship enjoy a positive experience of the design process and get the best from the work commissioned.

Martin McDonald – Big On Results



Business Processes: New Business Development • Marketing Strategy & Planning

Founded in 2002 by Martin McDonald, Big On Results is a public relations agency specialising in brand and business development. We have senior experience and professional capabilities across all media and communications channels, in all markets.

We work worldwide with the owners and directors of design and creative agencies to position their companies and the work they do with the objective to attract the attention of decision makers and buyers of their services (or their Companies!).

BOR works in the UK and international markets with specialist, trade, mainstream, TV, radio, print, online and social media

Allison McSparron-Edwards - Consultrix Ltd



Financial Planning: Performance & Efficiency • Funding • System Accounting • Mergers & Acquisitions • Financial Management & Budgeting

People: Human Resource Management • Appraisal Systems • Staff Development & Training • Coaching • Mentoring • Training

Business Processes: Business Strategy & Planning • Business Diagnostics

Allison has 35 years commercial experience as a Director and Consultant in the creative and knowledge-based sectors. She helps small to medium sized businesses create corporate growth (and exit) strategies resulting in enhanced profits which also helps maximise the capital value of their businesses at the point of sale. The focus is on recognising and developing the strategic leadership skills and behaviors of owner/managers (and their management teams) whilst using her commercial experience to guide and support them as their businesses pass through various growth-cycles.

Jack O'Hern - Wright Vigar Chartered Accountants



Financial Planning: Performance & Efficiency • Funding • Systems & Accounting • Mergers & Acquisitions • Financial Management & Budgeting

Business Processes: Business Strategy & Planning • Business Diagnostics • Process Management • Project Management

Jack works with owner managed businesses to help them first identify and then achieve their goals, through a combination of strategy and tax planning. Jack firmly believes that you should remember to enjoy running a business, too, or think about doing something else – life is too short!

Jack heads up Wright Vigar's growing corporate finance department, specifically helping clients buy or sell a business.

Rod Petrie



People: Coaching • Mentoring

At the heart of what I do is preparing people to Achieve Success. There are three themes why coaches are commissioned by clients today, Productivity, Revenue and Strategy with a cultural and commercial overlay. Experience however has taught me that once you get going you find it is the personal issues that are the main barrier. That is why my coaching and mentoring process gives you the tools and teaches you how to communicate and connect more effectively with people in a brand new way that is, simple, quick, user friendly and memorable.

Shan Preddy - PREDDY&CO



People: Coaching • Training

Marketing: New Business Development • Marketing Strategy & Planning
• Client Retention and Development

PREDDY&CO delivers business development consultancy and skills training, exclusively for design companies. We help them to refine and grow their client portfolios in order to improve performance and profitability.

Our clients are large and small, UK and international, and from all design disciplines. Our consultancy work uses a combination of new business and client relationship management methodologies.

Our in-house training covers presentation skills, conference speaking, credentials meetings, pitches, sales, negotiation skills and client relationships. In addition, we carry out expert client and prospect research surveys using proven qualitative techniques.

Adrian Rasdall - Revenue Matters



Financial Planning: Performance & Efficiency • Systems & Accounting • Mergers & Acquisitions • Financial Management & Budgeting

People: Coaching • Mentoring

Business Processes: Business Strategy & Planning • Business Diagnostics • Process Management

Marketing: New Business Development • Marketing Strategy & Planning • Client Retention & Development

Our offer falls into two areas:-

Business development and business turnaround. Working with successful companies to strengthen their management skills and offer best practice solutions. When a company is hit by an adverse dynamic, whether management or market, working to stabilise the revenue and return the business to profit. I offer DBA members' special rates, through a sliding scale dependent on turnover

Rachel Shelmerdine - To Be You



Financial Planning: Performance & Efficiency

People: Human Resource Management • Appraisal Systems • Staff Development & Training • Coaching • Mentoring • Training

Business Processes: Business Strategy & Planning • Business Diagnostics

Marketing: Client Retention & Development • Marketing Strategy & Planning

I have been helping a wide range of creative companies achieve their potential and goals for the last 10 years by ensuring they have the most up to date business intelligence, that they always hire the best people in the market, and that they keep ahead of the competition through high performance skills development and coaching programmes.

I provide in-depth business and culture development consulting, high performance coaching, senior level headhunting and targeted market, competitor and industry research for a wide range of creative companies from architectural practices, to brand strategy consultancies, from advertising agencies to product design companies.

Simon Teer - teer



Business Processes: Business Strategy & Planning • Business Diagnostics

Financial Planning: Performance & Efficiency

Marketing: New Business Development • Client Retention & Development • Marketing Strategy & Planning

People: Coaching • Mentoring • Roles & Responsibilities

A strategic consultancy mentoring start-ups and small-medium size design agencies on their behaviours and business development.

Simon Teer is an experienced independent consultant who brings that critical external perspective, valuable industry insights and practical guidance to challenge, motivate and facilitate such areas as; the exploration and implementation of a proactive-working behaviour and culture, the introduction of innovative and progressive new business initiatives, tackling day-to-day business issues and challenges, changing founder/owner/team mindsets, and much more.

Gill Thomas – Independent Creative Consultant



People: Coaching • Mentoring • Training

Business Processes: Business Diagnostics

Marketing: New Business Development • Client Retention & Development

Gill is an independent creative consultant working both directly with corporate and retail clients on brand and communications projects as well as with creative agencies looking to bring strategic thinking into their creative process. She draws upon her extensive experience working as a designer, consultant and board director in some of the UK's leading creative agencies.

Peers de Trense - Tapestry Consulting



Financial Planning: Funding • Mergers & Acquisitions • Financial Management and Budgeting

Business Processes: Business Strategy and Planning

People: Mentoring • Structure • Roles & Responsibilities • Motivation • Recruitment

Marketing: New Business Development • Marketing Strategy & Planning • Client Retention & Development

Peers de Trense specialises in advising design companies on their growth and development - funding and equity partner recruitment, strategic planning - company structure and offer, development of skill sets, new business planning and development. Mentoring partners and acting an executive or non-executive chairman/board director.

Gemma Went



Business Processes: New Business Development • Marketing Strategy & Planning • Client Retention & Development

Gemma's expertise stretches across marketing, pr and social media. She blends traditional methods with the latest techniques to ensure the right mix of activities are used to help achieve her clients' business objectives.

A psychologist, Gemma's methods are all about getting under the skin of both her clients and their audience. This helps her to deliver the right messages, to the right people, to achieve the right results.

Search the DBA Experts Register

<http://www.dbaexpertsregister.org.uk>

If you would like to discuss your requirements in confidence to ascertain if there is a DBA Accredited Expert that is right for your business please contact:

Adam Fennelow
Development Director
Design Business Association
35-39 Old Street
London EC1V 9HX

T: 020 7251 9229
M: 07525 030 519
E: adam.fennelow@dba.org.uk