

CURRICULUM VITAE

Paul James Bentham BSc. (hons)

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SUMMARY

I'm a long-standing marketing professional with many years' boardroom experience in commercial and not-for-profit roles. A marketing all-rounder, with the ability to interrogate data to unlock its power at the strategic stage - and then to expect the highest standards of presentational flair in the execution. My main strengths combine the clarity of thought that informs flow-chart understanding with the soft skills needed to create unmistakably brand-centred customer communications.

Strongly driven by the importance of a positive culture, I prefer to lead others to achieve goals together and foster a supportive working environment. I maintain a strong team ethos and have consistently developed the talents of those with whom I have worked. My communication skills are excellent and I have written numerous published articles. Practical, organised and proficient in most forms of office software, I'm able to manage projects that involve many different stakeholders.

EMPLOYMENT

Resonation Marketing Consultancy **Proprietor** (2016 -)

Over the last three years, I have worked in a variety of freelance projects for a number of clients across a range of sectors:

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| • Transaction & GeoData Modelling & Analysis | Retail Sector |
| • Blog-writing & Marketing Strategy | Waste Sector |
| • Trade Magazine column | Equestrian Sector |
| • Video Production | Recycling Sector |
| • Communications Strategy | Service Sector |

Robinsons Country Leisure Ltd. **Sales & Marketing Director** (2009-2016)
Sales & Marketing Manager (1995-2009)

Twenty years' experience at the UK's largest multi-channel company in the equestrian & leisure sector. A product range that encompassed fashion, hardware, specialist equipment and perishable consumables offered to a very distinct market with a clear demographic, growing sales from £7m to £15m. Achievements included:

- Introducing more sophisticated segmentation techniques to increase mailing list responses
- Development of catalogue & flyer production - and then transition to digital channels over time
- Crisis Management & Project experience, following catastrophic fire & rebuild of flagship store
- Growth of customer database from 250,000 to over 500,000
- Feasibility, Property procurement, Project planning, Staffing & Opening phase of 4 further stores
- Full responsibility for a Marketing budget of over £800,000pa
- Led a small Marketing & Design team and oversaw all Retail and Call Centre operations & staffing
- Part of the negotiating team, liaising with stakeholders & professionals, during sale of the business

OTHER. INDUSTRY EXPERIENCE

British Eventing **Committee Member** (2016-2019)

Chosen to contribute to British Eventing's new Commercial and Marketing steering committee, set up to maximise sponsorship revenue, stakeholder value and participation growth. Working with other industry professionals, I was able to add my own combination of experiences, advising from both a marketing and an equestrian perspective.

British Equestrian Trade Association **Council Member** (2000-2012)
Committee Member (1999-2012)

Served as part of a Board responsible for steering the trade association through various challenges, in the interests of its 600+ members, as well as sitting on an advisory committee, representing its 500+ retailer members. Duties included:

- Attending regular meetings and strategy sessions
- Evaluating training courses for member retailers
- Speaking publicly at seminars and conferences (including to over 500 people at The Royal Society)
- Building links with other NFP organisations in the countryside & lifestyle sector

QUALIFICATIONS

2:1 BSC. (hons) in Marketing **Lancaster University** (1992-1995)

I hold a degree in Marketing, one of the very first 'pure' marketing qualifications available in the UK, from the most prestigious university in the country to offer such a course, at the time. I also served as Head of Marketing at the university radio station, Radio Bailrigg, visited the University of Texas at Austin and was a member of the university's Skydiving Club.

3 A-Levels **Winstanley College, Wigan** (1990-1992)

In addition to my A-Levels in English Literature, Business Studies and General Studies, I was part of the Winstanley 1st and 2nd XI football teams, went on the student exchange to Moscow and St. Petersburg and performed with my heavy metal band at the Lower VIth end-of-year party.

9 GCSEs **Standish High School, Wigan** (1985-1990)

In addition to my 5 'A's and 4 'B's, I was part of the football, cricket and athletics teams and, as a Senior Prefect, one of only three students hand-picked for the first-ever work experience intake to work at HJ Heinz, Kitt Green, Wigan.

PERSONAL

I'm married to Helen with a teenage son (Charlie) and a Labrador (Elsa). I hold a full, clean driving licence and have extensive driving experience. In 2004-5, I was build designer, project manager and labourer on almost every job as we converted our current home from a barn. My interests include photography, playing the guitar, cycling, creative writing, watching football, rugby league and cricket. I have held positions of responsibility in my son's rugby club and sat on the Committee at the local cricket club. I'm often part of the support team when my wife goes eventing on her horse (Nigel). Together, my wife and I enjoy travelling independently, cookery, cinema and entertaining friends.