**A D R IA N B Y R N E**

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**SUMMARY AND KEY SKILLS**

 A career background of over 20 years in business development, sales management and sales associated roles within recruitment, property, media, shipping and the timber industry sector working in the UK, Brazil, Asia, Canada and Dubai. Key competencies include excellent sales and negotiation skills, enthusiasm, organisation and communication skills and the ability to manage and motivate teams under pressure.

**EXPERIENCE**

**Managing Director - I.T.A.S. Limited -** ​**2016 to 2019**

*ITAS provides sustainable timber products and services specifically plantation Teak*

After several years as the Sales Director I took up the position of Managing Director.  With a continued responsibility for sales, I was additionally responsible for:

* Managing the profitability of the business whist identifying opportunities to streamline the logistics for the business pipeline deliveries, whilst ensuring successful closure at profitable margins.
* Evaluating the competitive landscape and pricing in line with competitors.
* Responsibility of managing clients from onboarding to servicing and reporting.
* Negotiating with MSC shipping, to gains and achieved preferred shipping rates in Brazil
* Negotiating with the vendors BLS International (India), AK Lumber (Singapore) and many more, in order to achieve increased profitability.
* Increased the order supply YOY from 5 containers per month initial year to 50 containers per month. Actual orders of up to 300 containers per month with 12 month contracts.
* Increased the organisation in Brazil to cope with the growth in demand
* Meetings with MSC International the company’s main shipping partners, in order to grow the ITAS business and achieve preferential shipping rates to clients. Whilst securing a strong relationship within the ports in Brazil and MSC major International offices.
* Attending and participating in trade shows across the world to establish relationships and promote the I.T.A.S. brand.
* Implemented new structure for the plantation team’s operations base near the plantations in Brazil.
* Successfully established a company and operations base near the plantations in Brazil.
* Selecting and setting up of plantation teams and the management structure in the plantation areas.
* Established and co-ordinated a sales network across the world namely in Dubai, India, Vietnam, Costa Rica, Singapore, China and Canada.
* Exhibiting and attending trade shows globally.

**Sales Director - I.T.A.S. Limited -** ​**2010 to 2016**

* Developed the sales strategy to meet the new company markets and business opportunities.
* Selection of and setting up of the plantation teams and the management structure in the plantation areas
* Negotiated and set the pricing of new business contracts with new clients in Canada, India, China, ​Vietnam, Dubai, Germany and Italy.
* Through client relationships, built and established strong business contacts and built good business relationships within these countries
* Initially focused on forestry investment, changed and adapted the business to supplying timber from I.T.A.S. plantations and suppliers. Implemented change in the sales approach and streamlined the sales process resulting in raised profits and securing more lucrative timber sales.
* Sought, negotiated and achieved new timber sales revenue pipeline of £3,000,000 within I.T.A.S. Forestry Teak products requirements.
* Recruited 4 full time sales people, one legal and 3 part-time forestry management staff to initiate a business model in the timber industry. This involved managing the logistics from plantation to ports, communicating across time zones.
* International travel assignments undertaken to meet with prospects, clients and vendors to negotiate the terms of the contract of sale, the price, shipment dates, the letters of credit and delivery to port of the products.
* Managed and led in the co-ordination of activities in Brazil to ensure fulfilment of contract requirements and precise specification of the product reached the international client.

**Customer Service and Marketing and Hospitality Manager – Oxigen Investments PLC 2008 to 2010**

*Oxigen offered forestry investment opportunities and were sponsoring Virgin with a vision to bring sustainability and an all new Green Team to the F1 scene by offsetting carbon with trees (Carbon Credits)*

* Implemented standards based upon CSR responses.
* Client relationship and liaison.
* Follow up on all CSR (client satisfaction response) concerns.
* Managing the sales team and all incoming sales calls.
* Arranging events in UK and worldwide.
* Set and running of trade shows as well as managing all aspects of 5-star hospitality.

**Senior Recruitment Sales / Client Relationship**​ - **Cantfield Charter Limited - 1999 to 2008**

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* Responsible for head hunting and recruiting candidates for key accounts in the City of London.
* Responsible for Client relationship activities for key clients assigned.
* Mapping markets for headhunting assignments, managing the 360-recruitment cycle.
* Placement of Human Resources and Finance and IT professionals.  (IT SUPPOPRT+ SAP) and basic administration positions within the same sectors.
* Merrill Lynch, Reuters and Chase Manhattan as well as other smaller companies.
* The role was to search and select ideal candidates and arrange initial in-house meetings with candidates prior to their interview.

**References available on request**