

Peter is a highly experienced, successful and commercially-focused senior executive with a proven track record in the design of new and transformational business and customer service strategies, taking key lead roles to help clients exceed expectations.

The end-to-end nature of his competencies and experience include Efficiency, Processes, Systems, Technology, Resourcing, Customer Involvement, Programme Management, Fulfilment, Analytics, Business Modelling, Radical Change Management, Transformation, Telemarketing/Telesales and Customer-Facing Systems (Billing and CRM) for the Consumer, Small Business and Corporate markets in both the private and public sectors.

Peter has considerable experience in the strategic direction and establishment of “greenfields” centres of service excellence together with the delivery of line, operational management within established businesses which need to become more customer-centric always working in close partnerships with colleague functions to add value and meaning to the product proposition.

He has undertaken various roles, including IT, HR, Customer Service, Marketing Communications, Operations and Programme/Project Management as Permanent Director, Interim Manager and Consultant, working with a number of high-profile organisations in the UK, Europe, Middle East, USA, Hong Kong and Singapore.

Peter was the first HR Director at firstdirect as well as Customer Service Director for the year following its launch and was Vice President, Customer Service and Systems for Telewest Communications – now absorbed into Virgin Media. He has also been associated with the high-profile, blue-chip, new business start-ups of ITV Digital, GO Fly Airlines (now easyJet), Energis and O2 – to name but four. Outside of the UK he has worked with organisations such as RGS Insurance (Russia), Kabel Deutschland (Germany), Numericable (France), KPN Mobile (Holland), KPNQwest (Holland), E-plus (Germany), Saudi Arabian Airlines (Saudi Arabia) and du Telecommunications (Dubai, UAE) and in the UK for Liverpool Victoria, Wanadoo (now Orange), Vodafone UK, Virgin Mobile, Kelda Group, Mazda Cars, Open University, SAVA BX (HIPs – Home Information Packs – and EPCs – Energy Performance Certificates), Peabody Trust, Metropolitan Housing Partnership, Amicus Housing Group, Hillingdon Housing, Broomleigh Housing Association, Riverside Housing Group, Open University and a number of leading service ‘Outsourcers’, including Sitel, Echo, Loop, IBM and Garlands, in the UK, India and South Africa.

Peter is passionate about people, is numerate, articulate, detailed where necessary, creative, leads by example and by positive and inspirational two-way involvement, always keen to encourage and develop talent and self-sufficiency. He is an author (Handbook of Customer Service from Gower), an International speaker (Australia, USA, UK, Europe and India), a Fellow of the Chartered Institute of Personnel and Development, a Chartered Management Consultant, a Fellow of the Institute of Management Consultancy and a well known figure in the Contact Centre Industry.