



DAVID LAUD FCIM

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Over the past 20 years I've gained considerable experience in a variety of senior executive roles. These include CEO, COO, Head of Operations, Head of Marketing, Interim and Consultant. Duties have included full responsibility for Strategy, P&L, Risk, HR, I.T., Marketing, Compliance and Governance. I've also successfully delivered key strategic and operational objectives through effective people, project & change management, re-location, acquisition and merger.

HEADLINE ACHIEVEMENTS & COMMENTS

Chief Executive - Samuel Phillips Law Firm – (3 days per week 2003-2017)

(Interim Consultant through i2i Business Solutions 12 months 1.7.2017-29.6.18)

Lexcel attained and retained for 13 years, completed successful merger, managed expansion building project in budget, full P&L responsibility, introduced successful “pipeline” analysis to manage fee earning performance. Implemented three complete I.T. system upgrades, on time, within budget improving productivity and reducing costs. Project led GDPR compliance. Responsible for client care and complaints including relationship with SRA and Legal Ombudsman, achieving 100% success with findings in favour of the firm. Consistently negotiated down professional indemnity premiums and vigorously managed costs within budgets. Identified key areas for growth including the creation, launch and management of the Education Department. Recognised by the Department for Education receiving a personal invitation to join a select Academy working group.

“David has been an excellent CEO for the practice. Strong on social media and business development. Progressive with IT. Good with the finances and Regulatory Bodies. He manages people positively but will take tough decisions when required.” Robert Gibson - Managing Partner Samuel Phillips Law Firm

“David is a talented and progressive CEO with particular strengths in technology, marketing and business development. He is an effective operator in one of the most challenging sectors: professional services.” Alan Holmes – Chairman Innovation North East Ltd

I have known David since 2008 in his capacity as Chief Executive of Samuel Phillips Law Firm. It is a pleasure to work with David, who is always extremely professional and keen to be an active advocate for the training and development of staff. I am constantly impressed with David's energy and enthusiasm for exploring innovative ideas and new approaches to marketing and business development for the firm.

Melissa Roberts – Coach, Facilitator, Trainer

I have known David for over 20 years in his work with legal firms. David is an experienced, high energy individual with sound knowledge & good practical application of marketing to a professional services operation. It is important to be able to work well with key players in any organisation & David brings something-else to the table as someone good to work with as well as his intelligence & professionalism.

Alan Hall – HR Consultant (Former Regional Director EEF North)

Interim & Management Consultancy - i2i Business Solutions LLP (Since Oct 00)

Head of Operations (Interim) – Compilation Ltd (3 days pw, Jul 17 - Jun 18, 12 months)

Fashion accessory manufacturer and e-tailer. Secured £75,000 capital grant fund, project led re-location of business, handled number of sensitive HR matters, GDPR compliance and in the process gained IASME Cyber Essentials accreditation. Revenue and profit increased significantly during the period of engagement.

“David helped us immensely in identifying opportunities for improvement in key areas of our business and helped us to put together a structure that would allow us to grow at a manageable rate. David's knowledge of marketing and experience of working with SME's was second to none.”

Dave Whaite - Director Compilation Ltd.

David has the optimum blend of knowledge, experience and enthusiasm for what he does. He is often "ahead of the game" in technology and ideas and working with him always gives you inspiration to take your business forward. **Audrey Macnaughton – Owner Macnaughton McGregor**

In many ways, I've got David to thank for my marketing career. It was at a talk he generously delivered to my university that sparked the moment of inspiration that set me on my course to starting to work in marketing, and later starting The Marketing Meetup. Since that day I've always looked up to David as a model of someone I hope to emulate, both in terms of professional achievement, but also in manner. Calm, direct, generous and personable: David is a top chap and I'm grateful our paths crossed. **Joe Glover Genie Goals & The Marketing Meetup**

"I was introduced to David via Growth Accelerator. David fully immerses himself into learning about the business he is dealing with to ensure he can provide a bespoke service. David has provided a detailed analytic report into our company with a full road map on how to take our growth plans to the next stage. I would have no hesitation in recommending i2i Business solutions and know David would bring the same support to those who instruct him. **John Moses, Managing Director Longmere Consultants "Winner of Small Business of the Year 2012" - Expert Enquiry Agents, Expert Witness & Investigation Company**

Head of Operations, Tilly Bailey & Irvine Solicitors - (May 99 – Sept 00)

& Head of Marketing (through i2i consultancy) 1 day per week (Oct 00-Jul 15)

Implemented two major IT upgrades across four offices. TBI had highest unprompted brand awareness of any law firm in the region, 38% compared to the next highest 9%. Responsible for an annual marketing & IT budget in excess of £200k, 1 day per week for 15 years. Created personal injury brand Ouch! securing significant revenue returns with minimal marketing outlay.

I am the former Managing Partner of one of the North East's largest law firms and have dealt with i2i Business Solutions for several years. They have assisted me in marketing the firm generally and the individual departments within the firm. In addition, they have helped produce brochures and leaflets for the firm and have recently completed a project involving the re-design of the firm's website. I have always been impressed by David Laud's professional approach and his eagerness to assist the firm. He has come up with a number of innovative approaches to marketing and is always on the lookout for alternative ways to increase the profile of the firm.

His invaluable assistance has undoubtedly contributed to the success of the firm.

John Hall – Partner, Tilly Bailey & Irvine Solicitors

*I have found David to be an extremely knowledgeable and personable marketer. I would have no hesitation in recommending him to take the lead on any projects where a forward-thinking, strategic marketing approach is needed. **Jennie Walton – Former Marketing Manager Tilly Bailey & Irvine***

R2b Media Ltd – Digital Solutions for the Legal & Accountancy Sector – (Since Oct 00)



HReSource is an employment law brand launched in 2000. Delivering marketing support to law firms via regular tailored e-mail bulletins. An iPhone app and support consultations add to the value of the service. HReSource also runs an annual UK survey which has been supported by BBC's Business Editor Steph McGovern (pic). David has previously worked directly with Ms. McGovern. HReSource has an active LinkedIn group of over 200 members. The iPhone and Android App is wholly owned by R2b but tailored to suit the clients brand and to date has had over 7,500 downloads.

Smartphone APP Review

We've been taking a look at MF HR Mobile employment law app from UK law firm Morton Fraser. This is a fantastic app in terms of its wealth of content, which includes a series of calculators for unfair dismissal, redundancy and maternity payments, extensive resources and checklists on such topics as family friendly leave, tribunal awards and redundancy, plus links to news sources and the firm's own podcasts and YouTube videos. So, what's in it for the firm? There are in-app fixed-fee purchases for various HR documents, including contracts of employment. Final comment: the app is gorgeous, very well designed with great functionality and looks. In fact, it's the kind of app that makes you think, this is so professional, it cannot possibly belong to a law firm. This free app is designed for the iPhone and iPad.

Charles Christian, Editor Legal Technology Insider

App available at: - <https://itunes.apple.com/gb/app/mf-hr-mobile/id372749607?mt=8>

I have worked with David for several years now with him providing services to Morton Fraser via R2b Media Ltd. I very much value David's expertise and have found him to be extremely knowledgeable and innovative in his field. I look forward to continuing to work with David in the future and am very happy to recommend his services to others. **Innes Clark – Head of Employment Law, Morton Fraser**

"I have worked with David's business R2b Media Ltd for several years and his knowledge and approach to marketing is fantastic. He is always willing to go the extra mile in terms of customer service and unlike some marketing businesses, genuinely informative rather than overtly self-promoting. I would not hesitate to recommend him!" **Nigel Harrison - Head of Employment Law, Hatchers Solicitors LLP**

"I have worked with David for a number of years and have found his insight and support invaluable. He offers a fresh perspective on the sectors that he works in and is full of ideas, which he is always happy to share. He is a good guy and steers well clear of the one size fits all approach."

Sean McDonough – Employment Law Partner, Mogers Drewett LLP

"I have worked with David via R2B Media Limited for a number of years now and I find him to be a real inspiration. He provides a very high level of service and is always willing to share his ideas and guide me in the right direction. I'm extremely grateful for his help and support."

Kathryn Hirst – Employment Law Partner, Hansells Solicitors

Thomas Cook Global FX - Project Director created and launched MoneyGram (92-94)

"David recruited an international project team of 8 experienced foreign exchange managers, banking experts and IT specialists. He identified that we required infrastructure that did not exist within the current business, which included specific expertise and a call centre to handle volumes of enquiries. The biggest task, and the one that would ultimately determine success or failure, was to integrate two businesses with very different structures, history and cultures. This was no small task given that each of Thomas Cook's local businesses was 'stand-alone'. David exercised a lot of persuading skills. Within two years the business had 200 staff world-wide and within a further eight years the business was acquired by Travelex for \$65m, a mark of the success of the venture." **John Bavister- Co-Founder & CFO Odyssey Airlines – Former Thomas Cook Group Head of Global FX**

Head of Sales & Marketing - Thomas Cook Publishing - 91-92

Negotiated a successful joint venture with **AA Publishing** to create the first **Thomas Cook Travel Guides**. *"David and I worked closely together when I was a Project Editor responsible for various travel guide titles at Thomas Cook. He was great fun to work with and is very personable and a highly competent business developer."* **Giovanna Battiston - Senior Lecturer in Marketing, Sheffield Hallam University**

When time allows.....

Author - Commissioned and published by Managing Partner Publications - two books on social media marketing for law firms <http://www.amazon.co.uk/Social-Media-Marketing-Law-Firms/dp/1907787917>

"This book gives an excellent introduction and is a practical handbook for any lawyer or member of the marketing team of a firm looking to embrace social media." **Linda Urquhart, Chairman, Morton Fraser**

Regular contributor to **The Law Society Gazette & Legal Practice Management Magazine**
<http://www.lawgazette.co.uk/practice/practice-management/power-of-a-profile/5052586.article>

Blog regularly via LinkedIn – example

<https://www.linkedin.com/pulse/business-development-why-you-need-thinking-linkedin-david-laud>

Myers Briggs – ENFP

Belbin – Shaper/ Coordinator/ Resource Investigator

Notes: