

Case Study – Business Development Director – Telematics / GPS Start-Up

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Applying Supply Chain & Logistics expertise to develop customer solutions for Telematics / GPS Tracking start-up

The Client :

Telenor Traxion, part of the world's 4th largest Telecoms business, a second phase start-up providing international real-time monitoring of rail & intermodal freight assets via a full service GPS / Telematics solution.

The Challenge needing a Solution :

Telecoms based start up urgently needed Supply Chain and Logistics skills, expertise and knowledge to develop complex Telematics / GPS tracking solutions for global container and rail markets. Business needed to develop Sales and Marketing material and return on investment models focused on benefits and not technology and develop new channels and sales.

The Solution Delivered :

Undertook a 15 months assignment as Business Development Director supporting the second phase start-up driving sales and business development throughout Europe. Oversaw development in key sectors and channels such as Asset Leasing, Tank Containers as well as spear heading new markets such as USA.

- Designed Return on Investment Tools for use with Customers.
- Solution Sell focused Sales and Marketing materials.
- Sales Pipe of €120m
- New Sectors and Markets

At a Glance :

Sector :

M2M / GPS
Telematics
Rail & Container
Logistics

Role :

Business
Development
Director

Duration :

15 Months

Delivered :

€120m Sales Pipe
ROI Models
Sales & Marketing

What the Client says :

"I am pleased to recommend Clive. He completed an interim assignment of 15 months to support the sales and business development of Telenor Traxion. Clive's skills and experience were invaluable in focusing the sales effort and solution development to our target market of Supply Chain and Logistics customers. Clive's overall knowledge of the global logistics industry proved extremely beneficial to help develop our Sales funnel and understand our customer's real requirements. Overall Clive delivered the goals of the assignment and more and was a great asset to have on the team in this phase of our development."

- Jonas Svensson – Managing Director

SPECIALIST EXPERTISE

Liquid Chemicals

Liquid Foods

Bulk Raw
Materials

Minerals

Building Materials

Multimodal
Logistics

Fleet Utilisation

UK, EU, Global

Procurement

KEY TRANSFORMATION ACTIVITIES

Change Projects

Contract
Management

Growth Planning

Restructuring

KPI Implementation

Performance
Management

Continuous
Improvement

Turnaround

Post Merger
Integration

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