

Simon Baxter

Contact Tel: 0123 4567890

E-mail: Sbaxter2323@hotmail.com

Employment

Senior Web Analytics Manager, Global Trading Inc. January 2005 - Present

Responsibilities

- Ongoing review of Web Analytics software.
- Monitoring sales trends and market behaviour.
- Line manager for 3 teams within Web Analytics department, managing a staff of 145.
- Production of quarterly sales forecasts.
- Implement introduction of new Web Analytics software.

Accomplishments

- After a period of high staff turnover, established heightened team-bonding atmosphere through introduction of staff mentor and buddy systems. Staff turnover reduced to less than 5% per annum. In turn this stable workforce has led to a drop in expenditure given the reduction in payments to agencies for fresh recruitment.
- Introduced streamlined workflow, allowing customer-facing staff in online sales to take on 15% more clients.
- Responsible for smooth introduction of Coremetrics software.
- Persuaded the board to outsource web development technicians. The successful outsourcing of this team (dedicated to improving the website's functionality) has saved in the region of £168,000 per annum.

Online Sales Manager, Big Stationery Co. December 1999 – January 2005

Responsibilities

- - Line manager for a team of 15 representatives dedicated to optimizing online sales.
- - Constant review of online accounts system and e-billing. Lead research into more efficient software to boost online sales and improve customer experience of the functionality of the website.

Accomplishments

- Developed customer sensing questionnaire and lead its implementation. On my recommendation, the results of the questionnaire encouraged the company to introduce website personalization, including retrievable My Account data. Website traffic increased and sales figures increased by £5.7 million.
- Further expanded market by introducing French and Spanish versions of our website, a move which is projected to net at least £9million in the next year.
- Exceeded sales targets by at least 7% for the last 3 years.
- Spearheaded sale of our former sales website application. This product was developed in-house, but had outgrown its usefulness with this firm's continued growth. Rather than retire the application, it was seen as a useful commodity and sold to a smaller firm for £330,000. This money was ploughed back into our website development.

e-Commerce Finance Manager, Big Stationery Co.**June 1995 – November 1999****Responsibilities**

- Generation of ideas as member of Group Strategy Team.
- Preparing budget and rolling forecast for several Central Purchasing and Design & Production Cost Centres.
- Monthly review and analysis of variances.
- Production of Key Performance Indicators.

Achievements

- As part of Group Strategy Team, personally responsible for tactical plan to bring e-Commerce net income up to corporate targets.
- Personally identified and highlighted day-to-day company expenses that could be removed by adherence to company's Eco Intent Statement. This led to immediate reduction in expenses of £240,000 for Central Purchasing.

Management Accountant, Computing Ltd**August 1994 – June 1995****Responsibilities**

- Preparing and delivering monthly Group supplies and equipment report to the board (in Italian in Rome).
- Chairing the monthly Credit Action Team workshop.
- Standard accounting procedures: for example, filing Tax Return for company, maintaining profit and loss account.
- Rationalization of IT maintenance cost reports.

Achievements

- Moved fixed assets and corresponding depreciation figures from Excel to SAP.
 - Reduced the volume of credit notes by 15%, thereby improving productivity in the finance department through reducing workload.
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Education

1993-1994 University of Coventry
MSc E-commerce

1990-1993 University of Nottingham
BSc Jt Hons (2:1) Computer Science and Management Studies

Professional Membership

The Institution of Analysts and Programmers

Charitable and Voluntary Work

2006-2008 Treasurer of Book World International
- Full Treasurer's duties to support this company, essential to education and skills in the Third World.

2009 – Present Chair of the NSPCS
- Responsibility for the financial affairs of this high-profile charity, managing a budget of £132 million.

References

Available on request
