

Simon Edwards

Business Systems Consultant

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A creative business professional and enthusiastic team player with wide experience including sales, operations, marketing and product development centred on the book retailing, wholesaling and publishing sectors.

2003 – 2005 Freelance Business Systems Consultant

Clients included: Nielsen BookScan, Nielsen BookData, BookEase, PubEasy, Book Industry Communication.

For Book Industry Communication I undertook a research project called e4books designed to encourage the take up of e-commerce in the book industry: To download the e4books report and see e4books press launch presentation visit www.e4books.org. Also see [e4books website](#)

2000 – 2003 Head of Marketing, Whitaker Information Services - VNU

Entertainment Media UK Ltd. Reporting to the Managing Director, the role included responsibility for all Marketing Communications (including marketing budgets) and all Product Development as well as management of Product Testing and the Technical Support team. (Total 10 staff)

- **Marketing Communications:** Responsible for all marketing and promotional activity including PR, Advertising, Direct Mail and Exhibitions with a significant marketing budget. Reviewed all marketing activity and redesigned and re-focused branding, product names, product packaging, brochures, exhibition designs, mailings etc. Successfully boosted company profile and improved marketing effectiveness whilst reducing marketing spend by 30%.
- **Product Development:** Responsible for all new product development and management of existing product. Designed three new web services, LibWeb, PubWeb and WhitakerWeb. Several new data feeds under SourceData product brand. Conducted market research, built business cases, specified new products, managed product development process liaising with IT department.

Major Achievements:

- Revamped company marketing effort. Enjoyed successful marketing campaigns e.g. gave new customers a free PC with a two year subscription to CD-ROM products. Improved results from Frankfurt and London BookFairs. Launched a quarterly newsletter, distributed 15,000 copies per issue
- Developed industry-leading new products including bibliographic data products and online services especially LibWeb which is used by over 1000 librarians and WhitakerWeb (since renamed Nielsen BookNet Web) which is a leading web service for booksellers.

- Reorganised and recruited technical support team of 6 staff and took on product and data testing.
- Played a full part in the success of the company, which enabled parent company, VNU, to buy Book Data Ltd., Whitaker's main competitor.
- Speech at Cross-Industry Supply Chain meeting at Frankfurt Bookfair, October 2001

Freelance Consultant 1996 to 1999

Client: Whitaker Information Services 1999

Acting Head of Marketing – freelance consultant (This role led to appointment as Head of Marketing in 2000)

Overview and critique of Whitaker Marketing output

BookCovers project to develop a jacket image database and distribution service

Designed Whitaker contribution to BookEasy.com (later renamed PubEasy.com)

Client: Macmillan Distribution Ltd. 1999

Internet training programme: designed and implemented training for Macmillan Group staff enabling them to derive business benefits from access to the Internet. Used anonymous feedback forms to judge course effectiveness and scored Good or Very Good from all course delegates.

Other clients included: *Vista Computer Services Ltd., J. Whitaker & Sons Ltd., TeleOrdering, Book Industry Communication, Booksellers Association*

Client: Vista Computer Services Ltd. 1998

PubEasy.com: Produced specifications for new modules for PubEasy service

PubEasy.com customer training program – training major retail booksellers to use PubEasy

Batch.co.uk – co-wrote specification for this internet-based payments system

Client: Bookseller Publications (J. Whitaker & Sons) 1997

Internet Research for The Bookseller: Bookseller Article on "Publishers and The Internet" (Published Feb 1997)

Bookseller Article on "Booksellers and The Internet" (Published April 1997)

Project Manager for TheBookseller.Com Web-site

Client: TeleOrdering Ltd. (J. Whitaker & Sons) 1996-1998

Overseas Market Research

EDI Strategy Document for TeleOrdering

Project to Replace TeleOrdering's Order Entry Software (Year 2000 compliancy)

Project Consultant for BookEasy.com Internet Project

1998 Speech at Book Industry Returns Conference – highlighting TeleReturns solution

Project to optimise Whitaker's Involvement in Frankfurt BookFair (15/10/97).

Client: Book Industry Communication 1997

Six EDI Case Studies throughout the book-trade for Book Industry Communication (published September 1997 ISBN: [1873671202](#))

Client: Booksellers Association 1996-1997

April 1997: Speech at Booksellers conference, Harrogate on benefits of the Internet for booksellers

April 1996: Breakout Session on "New Technology in Retailing" at Bookseller's Conference

Early Career: 1987 to 1996

WHSmith Retail Ltd.

1991 to 1996 Book Development Manager - WHSmith - reported to Head of Books Strategic Business Unit, Retail Marketing Division. This was a very varied role encompassing systems development and training and business development for the book SBU:

- Responsible for book sales development and specification of book computer systems. Ran internal focus group called Book Merchandise Panel designed to improve branch bookselling practice.
- Managed a team of sales development managers responsible for coaching best practice in WHSmith bookstores
- Managed book department space planning section at Head Office - responsible for maximising return on branch display footage of books - allocating space for different book genres based on EPOS sales data.
- Trained head office book buyers on how to use their new computer systems - mainframe module for buying new books based on sales of similar books and accounting for seasonality, and local factors.

Highlights

1991 - 1996	Book Development Manager - W.H.Smith Ltd.
1991 - 1996	Seat on Books Management Executive of W.H.Smith Retail
1994	Speech at International EDI Conference in Brussels
1994 - 1996	Non-Executive Seat on board of BIC (Book Industry Communication)
1992 - 1996	Seat on BIC Management Advisory Committee (Chaired committee 1994 to 1996)
1992	Speech at International EDI Symposium in London
1991 - 1992	Seat on Booksellers Association: Standing Committee on Technology
Major projects:	Forecasting the effects of breaking the book industry's Net Book Agreement (NBA), Exploiting EPOS data using DSS Teradata Data-Warehousing/Mining application, building management information systems and book buying systems EDI Roll-out and Exploitation

1989 to 1991 Senior Project Analyst WHSmith Retail - Distribution Division

Key projects: Bookfinder - a retail branch book customer ordering system
IBM Mainframe: specifications for Warehouse Order Processing and Stock Allocation Systems

1987 - 1989 Overseas and Forces Supply Manager - Books for Students (BFS)

Book Sales to International Schools and British Forces Schools and Libraries
Managed small warehouse and logistics staff of 10. Responsible for sales, marketing, warehouse management and costs. Managed overseas agents.

1981 to 1987: 1981 - 1982 working in recording studio doing advertising jingles. 1983 - 1984 WHSmith Wholesale Management Trainee, London, Watford. 1985 - 1987 News Manager, Maidstone House - WHSmith News Division. Ran small distribution centre distributing magazines to local newsagents. 8 staff

Education

1978 to 1981 Warwick University, BA 2:2 (Hons) Modern History

Background Information

Tel/Fax: 01373 303110, Mobile: 07742 988391 E-mail: simon.edwards@dial.pipex.com,
Married with 2 daughters and 2 sons.

Interests: walking, swimming, reading, cinema, computing, skiing, croquet, military history, table football, music