

## Simon Crowther CV – January 2023

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‘Simon has presence, manners and the ability to listen; with appropriate action and energy, often providing the goal with ease’ ‘...’good communication with targeted visits to individuals covering a range of disciplines ensured Simon consistently widened the product take with a very professional level of service... clear grasp on the financials and has a good judgement achieving company goals.... thrives on having a clear set of tasks and delivering measurable outcomes by profitable sales and therefore will certainly be an asset to any organisation’

I’m an amenable customer facing and likeable professional with experience spanning retail to manufacture, and years of experience with all sectors of the marine related industry. I’ve great career pedigree and an interesting background of personal experiences. Numerous employer and customer references, with awards for management and sales performance.

### Major Strengths

I’m a natural communicator and relationship builder, with a positive disposition that provides a strong first impression. Skilled in establishing long term relations in local and foreign markets within diverse cultures. I work well remotely and within a team maintaining day-day business and communication solid. I’m organised and capable in Outlook, Teams, Excel, Salesforce CRM, with good organisational and administrative skills; a proactive team player with excellent people skills. I’m goal oriented, performing well under pressure, but with the savvy and discretion to employ a direct route to provide achieve the set goals, if desired.

### Previous and Present Employment

- **2021- Present- Export Sales Manager Crewsaver**, part of Survitec Group  
Key Account Manager for all Export Business, EMEA plus Internal Group business in Australia, New Zealand and USA.  
Managing markets with both physical (when able) and digital contact. Growth in excess of 20% despite hard market conditions, with increase in %margin.  
Used a forward order initiative with all export customers to ensure inventory available for seasonal needs, with often a 9+ month lead time in both  
Enabled business through UK Export and volume direct models from Far Eastern Factories. Regular fiscal reporting on present revenue and future order book landscape. Interrogation of large datasets with multiple SKU’s using Excel Pivot Reports, giving clear pictures on business for customers and team. Produced price lists and level structure for various market price points and currencies. Forecasting of required inventory for production and purchasing teams, within long lead times. Organised Distributor diary for METS ‘22, with 21 fixed meetings over the 3 day show.

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### Previous and Present Employment, cont...

- **2018- 2019 Prosper Business Rewards** – Consultant to marine sector for a Rewards based sales application.
- **2012- 2017 ACR Electronics Inc.** USA- UK based remote EMEA Sales Manager Responsible for EMEA and Nordic markets with support to China & US. Product areas included all Marine, Commercial, Military and Outdoor Market sectors. Increased market, brand and revenue strengthening \$USD and grew sales, exceeding budget expectations on a regular basis, >60% in one quarter. Internal Awards for Leadership and Performance, and targets/ bonus maximised. Implemented a bonded warehouse operation in the Netherlands.
- **2007- 2012 Spinlock Ltd**- OEM & Commercial Manager Sales Manager. The role included technical specifying, credit control, price negotiations, quality issues and working independently. Instigation of a Worldwide pricing structure based on volume and by servicing larger OEM's direct, optimised contribution, alongside smoothing production, through efficient forecasting. Weekly reporting for financial, forecast and projects.
- **1997-2007 Greatkit Ltd**- Founder & Director Formed own company Greatkit Ltd Greatkit.com handling niche products and the successful launch and development of 'Gerber' Brand for Fiskars Inc. Greatkit handled the product launch, growth, distribution to retail and direct retail through a retail webstore and wholesaling. All aspects of building and running a small business.
- **1995 - 1997 Yeoman Marine**, Lymington- Sales Manager Developed new markets and revenue for Yeoman paper chart plotter worldwide. Gained valuable experience about mapping projections and GPS system and selling to OEMs.
- **1990-1995 Silva (UK) Ltd**- Sales & Marketing Manager Sales and Marketing of Compasses and Navigational Electronics to the Marine and Field markets. Worked closely with Ordnance Survey at exhibitions and with products both for magnetic and electronic customers. Helped develop the Nexus and Navimap systems

<b>Education -</b>	The Gregg School- 8 'O' Levels
<b>Date of Birth-</b>	9th January 1971
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<b>Email-</b>	<a href="mailto:scgreatekit@gmail.com">scgreatekit@gmail.com</a> Tel. +44 (0) 7903 861942
<b>Interests-</b>	Boats, Cuisine, Skiing, Cycling and being outdoors

*One fact - I grew up in and around the water, raced a great deal in the past, being part of winning teams at an International level and have sailed across the Atlantic, many times.*