



Expertise

Tom has a wide range of experience with a variety of businesses, with the first ten years of his career spent in various Engineering Project Management roles, followed by more than twenty years of experience in Sales and Commercial positions, serving large multi-national corporate clients to small family businesses around the world.

His experience in these customer facing roles has given him a fascinating insight in to the operations of many seemingly very different and diverse industries from paint manufacturers in Manchester to shrimp farmers in the Mekong Delta. However the one thing that all customers have in common is a 'want or need' and an expectation that a 'good' supplier will at least meet if not exceed their expectations.

The priority of any good business should always be first to understand what their customers are really trying to achieve rather than jump to offering a solution that might not actually meet those needs. Which is why Tom is so convinced that Systems Thinking and Systems Engineering are such powerful tools for any business or organisation to use as they provide a methodology and tool-set to first establish the fundamental 'operational requirement' of any organisation, project, product or service and then the means to systematically design it to deliver that requirement.

Of course it takes good people with the right mind-set to get the best out of any system or process and here too Tom is a passionate advocate for applying a systems approach; through cognitive performance training. Firstly to help understand how we can all maximise our own individual performance which of course when delivered to a group of colleagues will result in a commensurate increase in the group/company performance that is typically greater than the sum of the parts!

Clients

Tom has worked with a wide variety of world class companies both as an employee and a supplier, including; GEC, York International, Singapore Airlines, HG Heinz, Premier Foods, Ardagh Group, Crown Packaging Europe, Butchers Pet Care, Sherwin Williams, PPG, Baxter's Food Group, Rolls Royce, BAE Systems, and Babcock Engineering.

History

Tom read Mechanical Engineering at the University of Bradford, graduating with a BEng (Hons) in 1985. He worked initially for GEC Turbine Generators (his industrial sponsor through university), as Project Manager in their Power Stations Projects division which specialised in the design and build of complete 'turn-key' power stations typically for the then still developing countries and emerging economies such as China and India.

In 1989 Tom left the corporate world of GEC to join a much smaller but more dynamic business; Industrial Cooling Equipment, Manchester (a division of York International), again in a Project Management role managing the build of a diverse range of industrial refrigeration projects, from large air conditioning systems in multi-storey buildings, to industrial and manufacturing applications for clients throughout the UK.

This led to a move to York Food Systems in 1993, another division of York International, specialising in the design and build of 'in process-line' food refrigeration systems for some of the world's largest food manufacturers. Based in their European head office in Norwich, initially still in a project management roll before becoming Sales Manager for UK and Ireland in 1995 later moving to Auckland New Zealand in 1998 to take up the post of Asia Sales Manager selling food refrigeration systems throughout South East Asia.

Returning to Norwich in 2000, Tom started a new career with Impress Metal packaging (acquired by Ardagh Group in 2010) as a Key Account Manger supplying paint cans and food cans to many of the leading paint and canned food manufacturers throughout Europe.

In 2015 Tom left corporate life to start his own business delivering cognitive performance training programmes to a wide variety of businesses including Burge Hughes Walsh before joining them full time in October 2016. Which he describes as like a welcome '*home coming*' to his roots in Engineering after a long but highly enjoyable sabbatical in the commercial world.