

# HAIDER SHAKIRY

MBA, CHARTERED MARKETER, MIBC, SFEDI, ABILD

## PROFILE

---

Management trainer, consultant and coach. Experienced in business analysis, strategic planning and implementation, corporate finance & financial modeling, marketing management, operational improvement, and organization development and team-building. 20 years professional experience, including 13 years heading a consumer goods SME, and 7 years as an award winning consultant to SMEs from pre-starts to mature private companies. Recently completed an EMBA at Cass City Business School receiving a Distinction grade for a Business Mastery Project titled "Management Consultancy to Growth-Oriented Small Enterprises".

## SKILLS & EXPERIENCE

---

**Enterprise Success Ltd.**

*Business Consultant*

**2005 - NOW**

### ***Business Analysis***

- Conducted comprehensive business reviews of 50 SMEs and start-ups, providing insightful assessments of their market potential, the strengths and weaknesses of their business models, and performance appraisals in strategic effectiveness and operational efficiency, with recommendations to their directors, backers and lenders. Designed tailored training and professional coaching programs to build management capabilities.

### ***Planning & Investment-Readiness***

- Built 35 detailed business cases for seed and development investments, with five-year strategic plans, operational models, financial projections, sensitivity analysis, performance metrics, and succession and exit strategies. Raised over half a million pounds in external finance for 20 start-ups and early-growth SMEs.

### ***Counseling, Mentoring & Training***

- Integrally involved with directors and owner-managers of six start-ups and new ventures to benchmark and initiate value-add customer propositions, and garner and deploy processes, systems and people to achieve crucial milestones and sustain business survival and growth. These fledgling companies survived their critical start-up phase and are successfully meeting their profit and cashflow objectives.
- Personally counseled over 1000 micro and start-up business owners from the full spectrum of business sectors. 97% evaluated the interventions as 'Excellent' or 'Good' and said they were "Confident of carrying out the agreed actions".
- Designed and delivered corporate as well as SME management training programmes in UK and Middle East, to technical staff as well as middle and senior managers, in a variety of business skills including feasibility analysis, planning, strategy, finance, marketing, organization development, communication, leadership and interpersonal skills.

### ***Operations Management & Business Improvement***

- Conducted detailed operational reviews for Enterprise Enfield, and re-aligned its systems, processes and procedures with its strategic objectives, in preparation for ISO 9001 and two IAG matrix assessments. This enabled it to win high value public-sector contracts and sponsorships, and be lauded by its stakeholders.

**Rafid Co.**

*Managing Director*

**1989 - 2001**

***Successful Venturing***

- Grew a start-up shoe and accessories company in London & Dubai, to £350,000 in annual T/O, yielding an IRR of 20% a year, and established a reputable niche brand.
- Successfully managed shoe manufacturing, retail and distribution operations, with continuous focus on maximizing ROCE by efficiently managing working capital, staff utilization, overheads and marketing budgets, while optimizing customer satisfaction.

**CAREER SUMMARY**

---

2005 to date	<b>Enterprise Success Ltd.</b>	Management Consultant - Director
2004 to 2005	<b>Enfield Enterprise Agency Ltd.</b>	Full Time Business Adviser
2002 to 2003	<b>Vision Business Solutions</b>	Free Lance Consultant
1989 to 2001	<b>Rafid Co. (Shoes &amp; Leather Manufacturing, Retail &amp; Distribution)</b>	Managing Director
1986 to 1988	<b>T.C.P.H. Ltd. (Trade Magazines Publishing)</b>	Marketing Manager

**EDUCATION**

---

2006 to 2008	<b>Cass Business School – City University (London)</b>	<b>Executive Masters in Business Administration (MBA)</b>
1999 to 2000	Dubai University College	CIM Postgraduate Diploma

**PROFESSIONAL ACCREDITATIONS & MEMBERSHIPS**

---

Chartered Marketer (Chartered Institute of Marketing)  
SFEDI – ILM National Occupational Core Standards for Business Support Advice  
TAP Certificate in Training Delivery Skills  
Member of the Institute of Business Consultants

**AWARDS RECEIVED**

---

Institute of Business Advisers National Start-Ups Business Adviser of 2006 Finalist

**LANGUAGES**

---

Arabic (Native), English (Native), French (Fluent)

**PERSONAL DATA**

---

Brayton Gardens, Oakwood, Enfield, EN2 7LL, Middlesex, England  
Tel/Fax: 020 8350 3179      Mobile: 07960 728296  
E-mail: [hshakiry@enterprisesuccess.co.uk](mailto:hshakiry@enterprisesuccess.co.uk)  
Nationality: British      EU Driving License