
MJC
MJC Management Services

Personal Profile of Matthew Chuck

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PROFILE

Matthew Chuck is a forward-looking former Sales Director with a unique combination of international experience and people skills, who has a proven track record of developing and implementing sales strategies in manufacturing environments to meet and exceed corporate targets.

Key achievements include:

- **Drove a strategy to achieve 35% sales growth to €30m and 12% RoC.**
- **Grew distributor sales +25% to €15m by a formal management system.**
- **Facilitated a multi-functional team to move a product line into profit.**
- **Established a system to focus selling effort on truly profitable customers.**
- **Co-authored a book on Strategic Planning for International Schools.**

Having taken time out to develop his strategic consultancy service, he now offers his skills and extensive experience to help companies either build an effective sales strategy from scratch, or to review and improve an existing sales strategy.

CAREER HISTORY AND ACHIEVEMENTS

DIRECTOR

2002 - Present

MJC Management Services (Strategy Consultancy)

- On behalf of DuPont Safety Resources, led the integration of a safety culture into the business strategy of a major UK power generator by evaluating seven sites, reporting to their Senior Management Team, and training about 100 line managers, resulting in a 50% reduction in injuries in the first year.
- Co-authored the book **“Strategic Planning for International Schools”** for the European Council of International Schools (ECIS) as part of a series aimed at improving the operations of International Schools world-wide, resulting in the selection of MJCMS as the Strategic Consultant of choice for the ECIS.

SALES DIRECTOR

1994 - 2001

Alcoa Industrial Chemicals, EMEA & India (Manufacturer of Aluminium Chemicals)

- Developed and implemented a sales strategy to achieve a 12% Return on Capital by identifying and focusing on the most rewarding markets and optimising the product mix, resulting in a business growth of 35% to €30m in three years.
- Created a sales strategy to ensure that a commodity product from a recent acquisition which was surplus to captive use was sold to the most rewarding markets, thus increasing revenue by 30% to €53m and profit by 100%.
- Assembled and led a multi-functional team of six to turn around a €4m product line from €0.3m loss to €0.5m profit p.a. by marketing to the customers that valued the product most highly and for which they were willing to pay a premium.

- Identified the growing segments of a mature market and promoted product combinations to customers in those segments that enabled them to offer higher value, cost-effective solutions, thereby increasing volume and revenue by 15% to €150m.
- Designed and built an Excel-based customer ranking system which enabled sales effort to be concentrated on the most rewarding customers, resulting in a set of standardised account strategies and more effective sales management.

MANAGER, OVERSEAS AGENTS

1991 - 1994

Alcoa Industrial Chemicals, UK (Manufacturer of Aluminium Chemicals)

- Increased sales in the 17 territories in EMEA and India handled through agents by 25% to €15m by setting up a formal management system, agreeing sales objectives, and introducing annual performance appraisals with the top 5.
- Managed the sales training and development of the staff of a newly formed joint venture in India for the manufacture of previously imported products overcoming high import tariffs and market resistance to locally manufactured products.
- Devised a system for negotiating and controlling import prices for products supplied to overseas distributors resulting in improved relations with the distributors whilst retaining an appropriate profit for the business.

ACCOUNT MANAGER, NORTHERN EUROPE

1988 - 1991

Alcoa Industrial Chemicals, UK (Manufacturer of Aluminium Chemicals)

ACCOUNT MANAGER, UK

1986 - 1988

Alcoa Industrial Chemicals, UK (Manufacturer of Aluminium Chemicals)

SALES MANAGER

1977 - 1985

R D Harbottle (Mercantile) Ltd, London (Chemical trading company)

QUALITY CONTROL MANAGER

1974 - 1977

Foseco (FS) Ltd, Tamworth (Manufacturer of chemicals for steelmaking)

PURCHASING OFFICER

1970 - 1974

Foseco (FS) Ltd, Tamworth (Manufacturer of chemicals for foundries and steelmaking)

QUALIFICATIONS

B A (Hons) Natural Sciences (University of Cambridge)

1970