

Curriculum Vitae

Anthony Beecroft

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Objective To join a progressive company at director or senior management level on a part time or interim basis. I'm seeking a new challenge that will be provided by an expanding business as I've decided to move to part-time at Tennants. I have played a major part in building Tennants to a level that the owner considers to be his optimum, therefore I'm not required on a full time basis. I would like to repeat my success at Tennants & National Autoparts with a new company by bringing financial, commercial and operational skills and experience.

Experience **2001 to date Tennants UK Ltd, Nottingham – Financial Director**

Tennants manufacture and distribute Number Plate Systems and Traffic Management Signs and Equipment. Prior to joining the company had a steady turnover of around £1m. I was recruited by the owner to modernise the company and manage growth. Turnover has increased steadily to a projected level of £5m for the current year, employing 35 staff.

Key Responsibilities – Accounting, Finance, Purchasing, Stores, Distribution, Stock Control, HR, IT and Customer Liaison.

Achievements

- Improved profitability and liquidity through 10 years of trading
- Introduced computerised accounting & CRM systems (Sage 50 then migrated to Sage 200)
- Introduced swift and accurate management accounting
- Introduced management reporting systems and KPI's.
- Introduced budgetary control systems
- Introduced cash flow and credit control systems
- Introduced product costing systems for manufactured lines
- Introduced stock control systems to improve availability and stock turn
- Relocated the business to more efficient premises
- Introduced new working practices and managed change in culture.
- Encouraged and supported staff training and personal development
- Controlled purchasing from Germany, China, Korea & USA

2001 to date Nottingham Pub Company Ltd – Commercial Director

Nottm Pub Co lease the White Horse Inn, Ruddington from Punch taverns plc. The business is run by a live-in manager and has been turned round from a turnover of less than £100,000 to over £350,000.

Key Responsibilities – Accounting, Finance, Purchasing, Marketing, Product Range, HR, Planning & Development.

1980 to date Beecroft's Toys Ltd – Financial Director

Family business retailing toys. Non-executive Director.

1982-2000 MJ Allen National Autoparts Ltd, Nottingham – Financial Director

National Autoparts manufacture and distribute Clutches & Brake Discs to the automotive aftermarket. In 1982 turnover was less than £500k and the business was making a loss. By 2000 turnover was £10m with profits over £1m, employing 170 staff.

Key Responsibilities – Accounting, Finance, Purchasing, Stores, Distribution, Production Planning, Stock Control, Product Costing, HR, IT, Key Account Management and eighty Staff.

Achievements - My role grew from managing 3 office staff to 84 staff through various departments. As the company grew my priority was to maintain high profitability and positive cash flow. As part of the process my role expanded to include Stores, Production Planning, Purchasing etc. My main achievement was the growth of the company whilst I was employed and the continued success achieved by staff that I recruited and trained.

1979-1982 Motorist Discount Centre – Accounts Supervisor

Duties were Purchase Ledger and auditing retail shops. I was promoted internally within the Group to Office Manager at National Autoparts.

1977-1979 National Health Service – Trainee Accountant

I completed my first year CIPFA exams. Duties were managing Trust Funds.

Education **1975-1977 South Notts College**
OND Business , A Level Accounts & 4 O Levels

1970-1975 Keyworth South Wolds School
4 CSE Grade One & 2 O Levels

Memberships **Institute of Directors (IoD) ,**
Chartered Management Institute (CMI),
Institute of Leadership & Management (ILM)

Interests I enjoy walking, looking after our dogs, rugby, football, music and reading.

Date of Birth 2nd August 1959

Martial Status Married, one step son (17)