

Geoff Balfour Profile.

Geoff Balfour is a mature and highly skilled business leader with more than 30 years of successful commercial experience – from on-the-street sales to European Managing Director – with a range of well known companies, predominantly, but not exclusively, in the graphic arts supply market sector. His career has covered sales management, product management, general management, marketing management, general management, country management and EMEA regional management, and in each area he has experience of doing the hard work and leading teams of professionals.

He has worked either for, or closely with, very large multi nationals and also small progressive businesses, and in all cases his focus has been on business growth and high profitability. To all situations he brings practical leadership, innovation and analytical thinking and a dedication to getting results.

Geoff is highly skilled in business strategy formulation and implementation and has a successful track record in business planning, change management projects, business turnarounds, customer satisfaction programme formulation, post acquisition integration and international business management.

Others regard him as a commercially incisive achiever focused on getting things done. He is a highly qualified businessman and strategic marketer with extensive experience across business development, marketing and leadership.

Geoff now has his own business as a professional business adviser and interim manager. In this role he extends the benefit of his years of experience; know how, qualifications and skill on a client/fee basis to business that might want to use him on a short term or retainer basis. He is also a partner in a Business Adviser group Strategic Planning Solutions.

Originally a fully trained printer his expertise and qualifications now include:

Business strategy formulation and implementation

Leadership, team building, management and development

Product and market entry and exit strategies

Business development, improvement and growth

Marketing strategy and customer satisfaction programmes

Sales strategy and distributor management

Change management and organisational development

MBA and Strategic Marketing Diploma

Here are some extracts from endorsements written by people who have worked closely with Geoff.

“A great coach, mentor and motivator. Business acumen is impeccable, always on target with his insight and understanding of business issues. A true customer and employee advocate, works with the highest degree of professionalism. He is the leader others will follow; he will never ask or take from anyone that which he is not willing to sacrifice himself.” **USA based Director of Global Sales.**

“Geoff has been a great teacher and role model to me during the many years that I have had the pleasure of working with him. His many accomplishments and successes during his tenure as a Managing Director for our company are the direct result of his involvement in the businesses that we serve as well as highlight his abilities to hire, motivate, and coach the best in employees.” **USA based Strategic Accounts Director**

“Geoff is an outstanding business leader with top notch business skills and a passion for both his business's and his employee's success. Geoff has an excellent grasp of both domestic and international business and always worked diligently and effectively as a part of the worldwide business team.” **USA based Business and Strategic Planning Director.**

“Geoff combines exceptional leadership qualities and extraordinary motivational and coaching skills with incisive business intellect and a seemingly inexhaustible supply of commercial drive! He has played the roles of mentor, innovator and strategist with equal effectiveness and commanded universal respect from all within his team, having challenged and stretched us to reach our potential.” **UK based Sales and Administration Support Manager.**

Contact details:

If you feel Geoff might be able to help you with a project to change, improve or develop your business his contact details are:

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