

Andrew Forster - Curriculum Vitae

andyforsterhome@gmail.com | 07711 160590 | 76 St. Peters Way, Porthleven, Cornwall TR13 9BB

Summary

Entrepreneur and Philanthropist: Multi-skilled, highly motivated, and creative professional who welcomes challenges and consistently delivers results. Proven ability to solve complex problems and drive projects forward, backed by extensive experience in media and collaboration across various sectors and businesses. Strong business sense and commercial aptitude to enable the achievement of high levels of success. Dedicated to the belief that people are the most valuable resource within any business, with well-developed leadership and management skills that inspire teams to exceed their goals and contribute to the organisation's success.

10 Career Highlights

1. Involved with launching 30+ magazines in different markets (from cross-stitch to music; mountain bikes to koi keeping; property and lifestyle);
2. Helped build one of the UK's most successful specialist publishing businesses from 1 title to 15 and 17million turnover
3. Started my first business with the first free distribution property-led lifestyle magazine for a city outside of London (*Bath Life*); where I also designed the concept for and delivered Bath's largest mass participation sporting event in the history of the city (*Queen Square Skating* – an ice rink in a Georgian square in the center of the City of Bath);
4. Sold my first business to my old employer – enabling me to have a sabbatical and spend time with my 4 children before they started school;
5. Helped to develop the sales processes around the 12-box framework at the *FD Centre (now the CFO Centre and part of the Liberti Group)*, successfully bringing on 7 clients a month consistently over 18 months;
6. Started a media business in Cornwall from the ground-up; with no contacts, minimal funding – now one of the largest media business in Cornwall
7. Member of *Vistage* for 2 years – learning from keynote speakers like Prof Steve Peters + Philip Hesketh (www.vistage.co.uk);
8. Getting my business self-running (by my business partner) through the implementation of the key learning at Vistage; I still own the business but do not work within it.
9. Qualified as a Dive Instructor and Cave Diver, then volunteered at my local dive center (www.porthkerris.com); travelled the world Scuba Diving some of the best spots in our fantastic oceans
10. Successfully launched and delivered *Dive Project Cornwall*, changing the lives of over 350 young people to date, enhancing their mental health and well-being.

15 Core Skills

1. Consultative sales ability – over 25 years
2. Creative sales and marketing professional
3. Able to quickly excite, engage and inspire clients
4. Clear communicator and key influencer
5. Professional and articulate
6. Excellent written communication
7. Highly numerate with good financial understanding and control
8. Strategic planner and thinker
9. Wide ranging commercial prowess across many disciplines
10. Creative problem solver that looks outside the box
11. Team player who thrives on others success
12. Motivating and inspiration leader and manager
13. Good eye for design and detail
14. Innovator of ideas and new solutions
15. Fun, energetic, flexible and motivated self-starter

References & Testimonials

Listed on my covering letter and more available on request or visit www.the-net-loft.co.uk/testimonials

Consultancy Projects and Employment History

Kiss the Fish – Sales Directors On-Demand Regional Director – Southwest England

Remote, United Kingdom
June 2024 - Present

- **Strategic Sales Leadership:** Spearheaded sales strategies across the Southwest region, contributing to a 20% average increase in client sales revenue and significantly reducing sales cycle times.
- **Consultative Client Solutions:** Delivered tailored sales consultancy to companies across various sectors, resulting in improved conversion rates and a 15% boost in client profitability on average.
- **Customized On-Demand Sales Director Services:** Successfully provided flexible, part-time Sales Directors, enabling clients to scale their sales efficiently, resulting in a 30% increase in deal closures within the first year.
- **Team Empowerment and Mentorship:** Guided a high-calibre, on-demand sales directors network, driving collective client success and achieving retention rates.
- **Proven Track Record in Business Growth:** Exceeded regional growth targets by 25% through innovative sales strategies, improving client ROI and solidifying Kiss the Fish's reputation as a trusted sales partner in the Southwest.

The Net Loft Founder & Managing Director

Remote, United Kingdom
January 2021 - Present

The Net Loft was created as a deep commitment to assisting businesses in building, growing, and scaling effectively. Adept at crafting innovative solutions, providing strategic consultative support, and driving commercial success. Known for leveraging a vast network of industry connections to add value to partnerships and collaborations. Passionate about delivering tailored strategies that address complex challenges, foster team engagement, and maximise ROI. (www.the-net-loft.co.uk)

- **Creative Problem Solving:** Expert in generating out-of-the-box solutions for complex business challenges, fostering a domino effect to resolve multiple issues with a single, innovative approach;
- **Strategic Consulting:** Skilled in active listening to understand client needs, aligning strategies that resonate with stakeholders, setting clear milestones, and implementing plans effectively—a hands-on approach to ensure smooth delivery and tangible outcomes;
- **Commercial Acumen:** Focused on revenue generation and profit maximisation while maintaining cost control. Proven track record of enhancing growth and scalability, ensuring substantial ROI for clients;
- **Collaboration and Network Building:** Strong relationships with a diverse range of industry partners and resources, enhancing the scope and quality of project outcomes through well-established networks;
- **Client-Focused Communication:** Proficient in clear and empathetic communication, ensuring all stakeholders are engaged and informed throughout the project lifecycle;
- **Leadership in Creative Problem Solving and Operational Efficiency:** Led and managed complex creative projects that addressed and resolved significant operational bottlenecks. These efforts contributed to notable process improvements, leading to a increase in workflow efficiency and reduced operational delays;
- **Strategic Consultation for High-Profile Clients:** Provided comprehensive strategic guidance to high-profile clients, resulting in measurable business growth and profitability. These consultations led to an average revenue increase for clients and strengthened long-term partnerships;
- **Collaboration with Senior Leaders on Strategic Initiatives:** Partnered effectively with senior leadership to design and implement strategic initiatives aimed at performance optimization. These initiatives drove sustainable results, boosting overall productivity by and enhancing organizational outcomes.

Dive Project Cornwall Founder & Project Director (Consultant through The Net Loft)

Porthleven, UK
January 2021 - Present

- diveprojectcornwall.co.uk is a non-profit initiative focusing on teaching scuba diving and promoting marine conservation among young people – which acts to positively influence their mental health and well-being
- **Significant Fundraising Success:** Raised over £225,000 in the first year to fully fund and sustain project activities through targeted campaigns;
- **Impactful Educational Outreach:** Managed diving and marine education programs for over 350 students nationwide, prioritizing safety, safe and quality education;
- **Strategic Partnerships and Community Engagement:** Built partnerships with schools, councils, and environmental organizations to expand the project's reach;
- **Leadership and Mentorship:** Led a team of volunteers and instructors, fostering a supportive environment for youth education and conservation awareness.

Leven Media Group
Chairman & Founder (Consultant through The Net Loft)

Porthleven, Cornwall, UK
December 2011 – Present

- **Founder and Visionary Leader Leven Media Group** - Founded and steered Leven Media Group into becoming a multifaceted media company, integrating a wide range of platforms including print publications, digital reach, and dynamic social media channels. Ensured a diversified approach to maximize audience engagement and drive sustainable revenue streams, positioning the company as a competitive force in the media landscape;
- **Innovator and Growth Architect of Cornwall Living Magazine**: Spearheaded the launch of *Cornwall Living* magazine, turning it into a premier regional lifestyle publication. Overcame initial challenges such as limited local networks and an untested team, showcasing strategic insight and adaptability that led to significant readership and market presence;
- **Strategic Revenue Expansion through Partnerships**: Cultivated and established enduring partnerships with local businesses and national brands, contributing to consistent revenue growth. These strategic collaborations solidified the brand's market standing, resulting in an increase in year-over-year revenue;
- **Pioneer of Engaging Content Strategies**: Championed the creation of innovative content that resonated deeply with local communities and visiting audiences. This focus on compelling storytelling and tailored content strategies elevated reader engagement by and strengthened long-term brand loyalty across multiple media channels;
- **Dynamic Leadership and Team Development**: Provided comprehensive leadership across Leven Media Group, mentoring teams across various departments to uphold high standards of content production. Fostered a collaborative work environment that improved team performance and adaptability, leading to growth in overall productivity and quality output.

The business has experienced substantial growth, now employing up to 25 people and achieving a turnover of £2.1million. Growth has been driven by:

- Launching *DRIFT* www.drift-cornwall.co.uk;
- Creating associated projects such as *Dogs Love Cornwall* and *Kids Love Cornwall*;
- Expanding *Cornwall Living* to Bath & Bristol, the Cotswolds, London, and Germany, reaching an audience of 4 million people annually
- Utilising digital audience data and social media

Success has fostered solid commercial relationships and secured various contracts, web builds, and other media projects through a unique read-watch-experience methodology, enabling the launch of our own media services agency The Ocean Agency (www.theoceanagency.co.uk) and establishing *Leven Media Group* (www.levenmediagroup.co.uk) as a solid business with varied offerings for all businesses. Leadership responsibilities were maintained for the first 5-6 years before transitioning operations to a co-founder and Managing Director, supported by a Commercial Director and department heads.

The FD Centre
Sales and Marketing Director (Consultant through Red Flag Media)

Swindon, UK
August 2007 - December 2011

Following the successful sale of *Surf Media*, a new commercial consultancy service business, *Red Flag Media*, was established. This venture provided multiple projects in its first year, leading to an introduction to the CEO of The FD Centre and a permanent role lasting approximately three years.

- Market-leading provider of part-time finance directors;
- Brought structure to the marketing department and core activities;
- Worked on referral and marketing agreements with national partners such as Vistage and Smith & Williamson;
- Built regional partnerships spanning accountants, lawyers, and all major banks.
- Trained, coached, and mentored the Finance Director team;
- Devised and implemented sales strategies across the UK;
- Supported 12 regional directors in client interactions;
- Oversaw the design and implementation of a new CRM system;
- Built a telesales team from the ground up;
- Contributed to an added turnover of over £1.5 million.

Red Flag Media provided an array of projects, resulting in working permanently for the CEO of the FD Centre for approximately 3 years and having the privilege to work alongside some of the most accomplished financial professionals in the country, including finance directors with experience from Mars, Tesco, Dell, Laura Ashley, and Mothercare. This impressive network provided valuable learning experiences and lasting professional relationships.

Other Red Flag Media ventures

- Launched a TV channel for caravan sites in Devon and Cornwall;
- Introduced a tourism-focused TV channel for hotels in Bath;
- Provided commercial consultancy for a market-leading wedding publication and website;
- Strategic Consultancy for Harris Begley Financial Advisors in Cornwall;
- Secured commercial sponsorships for events featuring Robert Craven, keynote speaker and FT's entrepreneurship expert

Surf Media
Managing Director

Bath, UK
May 2002 - April 2007

- **Launched and Expanded Bath Life with a Replicable Model:** Successfully launched *Bath Life*, a property-led lifestyle magazine that grew in popularity and expanded its replicable business model across six territories. Notably, *Bath Life* remains a vital part of the community and was the first free distribution magazine for a city outside of London;
- **Started with a Small Team and Strategic Revenue Management:** Began operations with a small team of two, driven by hard work, determination, and a clear vision. Initial revenues were supplemented through contract work and consultancy projects, allowing *Bath Life* to become well-established in a short timeframe;
- **Recognised as Bath's Premier Publication:** *Bath Life* became Bath's most respected publication, embedded as part of the "fabric of the city."; and is now on the monopoly board by Royal Crescent (equivalent to Mayfair).
- **Expertly Tailored Content for Reader Engagement:** The magazine's success is attributed to deep expertise in media, presenting engaging content tailored to the audience's language and interests, creating instant reader affinity.
- **Targeted Distribution Strategy:** Utilised a unique niche-targeting approach with a dedicated distribution of 10,000 copies to high-value properties (£500K+), building strong connections with the target audience;
- **Drove Revenue through Strong Advertiser Relationships:** Generated significant advertiser responses through effective magazine-reader relationships. Added stand-alone guides (wedding, shopping, restaurant) and business news pages, resulting in revenue growth from zero to £400K over five years for *Bath Life* alone;
- **Expanded Successful Model to Other Cities:** Expanded the *Bath Life* model to other cities, launching successful publications like *Salisbury Life*, *Clifton Life* in Bristol, *Wykeham Life* in Winchester, *Exeter Living*, and *Bournemouth & Poole Living*, ultimately growing total business turnover to £1.7 million;
- **Attracted Acquisition Due to Business Success:** The company's success attracted interest from Jane & Greg Ingham (senior management at Future Publishing, known for scaling revenue from £2 million to £225 million), who acquired the business, highlighting the strength of Surf Media's growth and reputation;
- **Versatile Media Capability Demonstrated:** Undertook various contract publishing work, including titles such as *At Home* and *Jane Austen's Regency World*, showcasing versatility and proven capability across the media spectrum.

Origin Publishing
Advertising Manager rising to Commercial Director

Bristol, UK
May 1997 - May 2002

- **Extensive Experience in Specialist Consumer and Contract Magazines:** Contributed to the success of a diverse portfolio of specialist magazines, ranging from *The World of Cross Stitching* to *220 Triathlon*, as well as contract publications for significant brands like HMV, Waterstones, and DHL, showcasing versatility in catering to varied audiences and sectors;
- **Selected as Part of an Elite Team by Industry Leader:** Was handpicked as one of only 10 media professionals by Kevin Cox, former MD of Future Publishing, to join a newly launched media company. This strategic move set the stage for substantial growth and innovation in the publishing sector;
- **Progressive Career Development and Leadership:** Began as the sole salesperson and Advertising Manager for *The World of Cross Stitching* and gradually expanded responsibilities to oversee multiple titles. This growth underscored a commitment to excellence and drove the company toward greater success;
- **Leadership of a Large, High-Performing Team:** Led the sales and production teams across 15 magazine titles, managing and growing a department from a single salesperson to a robust team of 40 professionals. Demonstrated effective leadership, strategic planning, and the ability to inspire and manage a diverse team during significant company expansion;
- **Comprehensive Media Expertise Leading to Entrepreneurship:** Acquired in-depth experience in all aspects of media, including sales, production, and team management. This broad foundation equipped me with the knowledge, skills, and confidence to embark on my entrepreneurial journey and establish my successful venture, Surf Media.

Future Publishing
Sales Executive rising to Advertising Manager

Bath, UK
May 1995 - May 1997

- **Progressed from Sales Executive to Advertising Manager at Future Publishing:** Demonstrated exceptional sales acumen and leadership abilities, leading to rapid career growth and expanded responsibilities - Played a crucial role in the success of high-profile publications through targeted advertising strategies and client-focused initiatives;
- **Managed and Expanded Advertising Accounts:** Oversaw a diverse portfolio of advertising accounts across top-tier publications, achieving a 20% increase in revenue over the end of the financial year — boosted client engagement through tailored advertising solutions that resonated with publication audiences;
- **Innovative Advertising Strategies:** Developed and implemented strategic advertising plans that met and exceeded client expectations, leading to a 70% uplift in repeat client contracts and a 100% higher client satisfaction score, reinforcing Future Publishing's reputation for excellence;
- **Relationship Building and Client Network:** Cultivated and maintained solid and long-term relationships with key clients, resulting in a 10-20% growth in client retention and opening new business opportunities through referrals and word-of-mouth;
- **Mentoring and Team Development:** Trained and mentored a team of junior sales staff, directly contributing to improving team productivity and overall department performance. Established a supportive training structure that fostered professional growth and enhanced team dynamics.

Let's collaborate to ensure your business navigates its path to success with confidence.

How might I deliver value to the role?

Key Experience

- **Strategic Leadership:** Proven ability to develop comprehensive strategies, communicate plans effectively at all organisational levels, and lead their implementation to achieve business objectives.
- **Operational Expertise:** Extensive experience managing business operations, encompassing finance, sales, production, marketing, and logistics. Skilled at streamlining processes and enhancing system efficiencies.
- **Leadership and Training:** Experienced leader with advanced training from Vistage (www.vistage.co.uk), enhancing management style and leadership acumen.
- **Relationship Management:** Strong interpersonal skills that facilitate building and maintaining relationships with clients, teams, boards, shareholders, and key stakeholders. Confident operating at all levels to align efforts and drive cohesive progress.
- **Sales and Business Development:** Demonstrated success in developing and executing sales strategies that deliver results. Proven track record in building high-performing sales engines that achieve and exceed targets.
- **Continuous Learning and Development:** Dedicated to learning new skills and fostering development in business practices and people. Focused on aligning activities to meet the business's and its clients' evolving needs.
- **Problem Solving:** Renowned for tackling complex problems and delivering effective solutions. Recognized for leveraging this strength as a key asset.
- **Team Motivation and Inspiration:** Adept at motivating and inspiring teams to excel, fostering a high-performance culture and surpassing initial expectations.
- **Memorable Impact:** Known for unique approaches and a distinctive presence that leaves a lasting impression.