



Sidney Clarke

Consultant Workplace - Manager

Luton, UK

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Languages

English (Native)

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About

My key attributes are as problem solver, definitive consultative seller an interior design innovator with a great eye for colour and detail. I have integrity and intellect and a curious mind, hence my journey through the multiple areas of the Cat-A+ & Cat-B fitout sectors to better understand all aspects of what is required to complete a build. I consider myself an excellent communicator with good presentation skills and I am also very presentable. My aim is to always improve and develop myself and my role, so that I can improve my team, department, and company. I would bring a long history of sales success in every field and industry I have worked in, along with a hardworking but fun attitude.

BRANDS WORKED WITH

- Actiu
- Assa Abloy, Watford & Wolverhampton. - Security
- Bobrick
- Castell Safety International
- CLESTRA HAUSERMAN
- Insightful Environments
- JPA Workspaces
- plattform
- Zehnder, Gränichen & Camberley - HVAC

Experience



Furniture Consultant and UK Accounts Manager

Actiu | Mar 2023 - May 2023

- Managing UK Dealer and D&B accounts
- Consulting on projects and specifying products.
- Educating accounts on new products and fabrics

Achievements

- Brought on new D&B dealer with £750k project. Sidney Victor Clarke

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Consultant

JPA Workspaces | Jan 2021 - Feb 2023

- Managing all aspects of the sales process from beginning to delivery.
- WELL Expert, Breeam, SKA, LEED.
- Won circular economy project of the year 2022 At Business Green leaders awards.
- Heading up commercial projects team of 2 while still actively working my own pipeline and targets.
- Focus on end client direct and A&D
- Networking on massive scale.
- Working GA's and space plans.
- Consulting on furniture and sustainable fabrics.
- Working with A&D on specification of furniture
- Carrying out pitches and discussing all aspects of my furniture/design proposal.
- Key direct relationships (FCB, MMoser, Scott Brownrigg, Sky Studios, KMG, RSK, BRE) etc...
- Won 1.6mil for sky studios Elstree, won BRE (Science park) won KMG partnership (RSK group)

Achievements

- Achieved 25% of JPA's entire profit in 2022.
- Won highest commended at Beds and Herts construction excellence awards
- Nominated for project of the year at EDIE sustainability awards.
- Achieved highest individual sales figures in 2022.
- Won 6 new commercial clients in 2022.
- Won Sky Studios Elstree over 10,000 items of furniture including vintage



- art deco furniture, with a high focus on sustainable fabrics.
- Won BRE entire innovation campus in Watford 5 building over 5 years.
- Achieved £2M sales target in won projects in the 1st 7 weeks of 2022.
- Forecast pipeline £7.3M over the next 36 months.

● Workplace Consultant

Insightful Environments | Jan 2018 - Jan 2021

- Selecting Furniture and fabrics and designing spaces.
- Showing clients improved supply chain.
- Targeting A&D, D&B and end clients.
- Finding Innovative design concepts for challenging spaces.
- Choosing fabrics and finishes, flooring and lighting.
- Organising and carrying out showroom tours with clients.
- Carrying out pitches and discussing all aspects of my furniture/design proposal.
- WELL expert.
- Key direct relationships (Tetris, JLL, Amazon, Amazon fashion, The Crown Estates, Allianz, ITV).

Achievements

- Won +1M projects year 1, from cold start.

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● Furniture Consultant

plattform | Jan 2017 - Jan 2018

- Designed new A&D brochure to take to market.
 - Assisting architects, designers and clients in the selection of furniture and fabrics.
 - Quoting for the supply of furniture, from over 250 suppliers.
 - Organising and carrying out showroom tours with clients.
 - Attending pitches to discuss all aspects of the furniture proposal.
 - Speak knowledgeably to future clients about all aspects of the business including furniture procurement, move management / relocations, ergonomics, audits, etc.
 - Developed relationships with external sources including Architects, Interior Designers, Project managers and Facilities managers, etc. to increase company turnover outside the Workplace Futures Group list of contacts and expand awareness of Plattform Ltd in the marketplace.
- Achievements:
- Worked on £6M of furniture projects in 2017, closed on over £1.6M.

● Sales Director

CLESTRA HAUSERMAN | Aug 2015 - Jan 2017

Responsibilities:

- Running UK Sales and Marketing Division (10 people) of +100-year-old French company, while still being active externally working towards my own targets.
- Carrying our RIBA and CIBSE CPD's
- Provide leadership towards the achievement of growth in line with company vision and budgets.
- Run, maintain and manage London Showroom and handle events.
- Plan for effective search of sales leads and prospects for myself and other members of my team. Regularly review the company's sales performance and look for ways to improve.
- Manage/support the sales cycle from initial enquiry, analysis of tender specification, submission of tender and securing of an order. Where appropriate, obtain/develop relations with key suppliers to strengthen our position. Follow company guidelines in terms of profit margins.
- Gain a clear understanding of architects and customer requirements. Ascertain technical information that is required and ensure that such information is obtained by consults with architect, client and the appropriate technical sources. Be able to present all Clestra products confidently.
- Liaise with organisations, architects, contractors and clients to promote/sell Clestra products and services.

Achievements:

- Finished 2016 2.4million up on previous year..



● UK Division Manager

Bobrick | Apr 2012 - Aug 2015

Responsibilities:

- Running UK Division for +100-year-old USA company
- Manage internal sales support and customer service team (3 People).
- Solely responsible for all sales forecasting, quoting, pipelines and projects in the UK.
- Solely responsible for all meetings, sales calls/visits and lead generation.

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- Analyse and prioritize sales leads and make decisions on how and when to pursue viable leads.
- Communicate relevant information on products, programs and policies.
- Establish and maintain a corporate relationship as well as understand and support the needs of three major decision-making constituencies: the architect, the building owner and the contractor.
- Identify, mediate and resolve issues between the factory and the customer/distributors.
- Lead a network of independent distributors – through the development and maintenance of strong relationships at all levels – towards maximizing sales effectiveness, productivity and company strategy.
- Write special reports containing detailed analysis of specific business issues that contain conclusions and recommendations that are economically justified.

Achievements: Secured the largest new international distributor in company's history, this account will boost UK sales by 50% year 1 and 100% in year 2.

● Major Account Manager

Zehnder, Gränichen & Camberley - HVAC | Jan 2010 - Apr 2012

Responsibilities:

- Starting up new division in UK market for +100-year-old Swiss company targeting architects.
- Developing new business relations and getting the product specified at an early stage in design.
- Responsible for sourcing new leads & projects.
- Responsible for all cold calling, meetings and quoting in the area,
- Using online project databases to source new contacts and projects.
- The area is Central London zones 1-6 and targeting mostly major projects.
- 100% new business role, no existing clients and projects.
- Carrying out both RIBA and CIBSE CPD's on Radiant heating and cooling.

Achievements:

- Given the opportunity to head up a new division in 100-year-old company by targeting architects, in what was previously always contractor lead environment.
- From completely cold start developed +300 new accounts and sales pipeline of £1,500,000.

● Commercial Development Manager

Assa Abloy, Watford & Wolverhampton. - Security | Feb 2007 - Jan 2010

Responsibilities:

- Running London and SE England region for +100-year-old Scandinavian company. K13bil and 30,000 employees.
- Developing existing markets, Museums, Commercial, Utilities, Government, and Banking etc...
- Sourcing and Developing Business in sectors such as rail, finance and media, using online research and sourcing new build projects using Barbour ABI, and building on my existing contacts.
- Responsible for lead and project generation as well as all quoting and pipeline maintenance.
- Working on major value projects, with high risk or high value clients.
- Conducting site surveys with clients on all aspects of security and safety regulations.

- Working with Architects, contractors, iron mongers, security staff and construction companies etc...

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Achievements:

- After taking over a territory that had been flat for 4 years, I increase sales by 25% year 1.
- I also secured a major relocking account that would increase sales by 150% over a further 2-year period.
- Successfully implemented new master key locking system into a large number of London's museums, galleries and Royal Palace
- Carried out successful upgrades of all freshwater sites in SE England.

● Sales Manager

Castell Safety International | Jul 2005 - Jan 2007

Responsibilities:

- Handling all sales in England and Wales for +100-year-old company.
- Sourcing new business and identifying new opportunities in market.
- Manage technical support team, sales support team and export team, 12 team members in total.
- Managing over 2000 existing accounts within my allocated region to meet my annual targets set out.
- Conducting site visits and surveys in order to better access clients' needs
- Clients consisted of Oil & Gas, FMCG, Pharmaceutical, Logistics, Quarries, Metals and Energy.
- Role involved mostly face to face visits, with meetings ranging for various sites and locations.
- Implementing change and new methods of operations.

Achievements:

- Successfully achieved sales target of £1mil.
- As a team supervisor I implemented a change program that within 2 months of going live, it was responsible for the first month in the company's history that internal sales support team processed £1mil in orders.

Education & Training

2000 - 2001

● Damelin Technical College

Bachelor of Engineering in Electrical Engineering,

1997 - 1999

● Queensburgh Boys High School

BSC – Science and Communication.,