

I'm **Phil Davies**, and **this is my CV**. I'm passionate about strategy, marketing & entrepreneurship.

phil@heystrategy.com
linkedin.com/in/philipdavies

I've been running my own business full-time since 2010, initially because I was so independent that I was unmanageable, but then because it turned out I was good at it. I built a sustainable, ethical company and a great team, and have personally consulted with 500 plus companies over more than a decade.

I'm confident in my leadership, skills and experience, and always looking to push myself to try new things. Most recently this has been as part of the first cohort on the UK's first MBA specifically focussed on scale-up businesses (those growing 50% or more each year), and I'm now looking for opportunities to put some of that experience & knowledge to good use.

I LIKE TO LEARN

2018 - 2021

MBA Scale Ups (Distinction)

Liverpool John Moores University

2014 - 2017

MA Military History (Merit)

Chester University

2002- 2005

BscEcon International Relations (Hons)

University of Wales, Aberystwyth

1994- 2001

A-Level History, Geography, Politics (3As)

GCSE's (7A*, 2A)

2010 - CURRENT

2014 - 2021

2000 - 2010

I'VE BEEN WORKING HARD

I've always felt that you should never dread a Monday morning, so I try to make sure that 'work' is always something I enjoy or that helps someone.

Director / Marketing & Strategy Consultant

HeyStrategy Ltd

Responsible for the whole company, from sales through to accounting, trying to "do things the right way" which has led to consistent turnover growth and lots of happy clients!

- Team size varies from 2 to 4, plus associates
- Client list including Wirral Council, Liverpool Council, Wirral & St Helens Chambers of Commerce, LCR Growth Hub, Invest Wirral & Invest Liverpool

Board Director / Chair

Healthwatch Wirral CIC

I'm really proud of the good work that Healthwatch do in public and patient involvement on the Wirral, and happy to have been able to play a part in that success first as a Director and then as Chair.

- Turnover has increased from £170k to c.£280k
- Staff team of 9 employees
- Multi-award winning
- Recently secured new 7 year contract

Early Career

- Information & Communications Officer, Community Action Wirral
- Senior Engagement Worker (Comms), Carers Federation
- Forum Support Officer, Commission for Public & Patient Involvement in Health
- Commercial Assistant (Sales), Chitech Industries (Europe)
- Customer Services / Logistics Administrator, Haddon House Furniture
- Sales Advisor, Grattan Timber Decking Company
- Information Analyst, Cheshire & Merseyside Strategic Health Authority
- Information Analyst, NHS Executive

MEMBERSHIPS & ACCREDITATIONS

cmgr FCMI Chartered Fellow of the Chartered Management Institute

mcim Member of the Chartered Institute of Marketing

THINGS I'M PROUD OF

1 Supporting good causes

More than £30k in free or discounted support to charities and community groups since 2015, and active member of Round Table since 2014

2 Ten years in business

Building a well-established business with good ethics, where people enjoy working and develop their careers

RECENT PROJECTS

- Lead Marketing Consultant, Business Growth Programme for St Helens Chamber
- Lead Marketing Consultant, Business Growth Programme for Liverpool City Council
- Facilitating four Peer Networks for Liverpool City Region Growth Platform

OTHER TRAINING

20 years is a lot of additional 'CPD'!

Media, Marketing, Comms

CIM Digital Marketing | Influence & Power for Community Groups | Hitting the Headlines | Interview Skills | SEO / SEM | Writing Effective Copy

Admin, Financial, Business

Level 3 Diploma Small Business Financial Control | ISO9001 Foundation and Internal Auditor | Group Facilitation | Facilitative Strategic Planning | Managing Change

SOME OF THE THINGS I'M GOOD AT

I've taken the MBTI test a few times with different clients, and consistently test as ENTP-A. Some people don't like the way these tests pigeonhole people, and I think there's something in that...but on the other hand the ENTP profile fits me really quite closely!

Quick, ingenious, stimulating, alert & outspoken

It's not me saying it, it's (pseudo-)science! But this is, in all honesty, how I see myself too.

Adept at generating conceptual possibilities and then analysing them strategically

Although this sounds pretty dull, dealing with large amounts of information and making fast, educated decisions is a surprisingly rare skillset.

Good at reading other people

Even over Zoom.

Bored by routine, will seldom do the same thing the same way, apt to turn to one new interest after another

Okay, this one probably isn't great to put on a CV, but it's important to be honest about yourself, and this is what drives me to keep improving.

BETTER PEOPLE MAKE BETTER MARKETERS

I think that people who do interesting things tend to be more creative, and that makes them better at their job, which is why the 'personal' section of a CV is still worthwhile (in my opinion).

Travel

I love to travel, ideally on long trips like Miami to San Francisco, Istanbul to Cairo, Nairobi to Kigali, Nairobi to Swakopmund, and Rio to Ushuaia. I'm not sure yet where's next.

Writing

I try to read at least one book per week, and to write every day. I'm slowly improving.

Cooking

I love food and drink, both quantity and quality!

REFERENCES

These are going to be a bit different to normal - I haven't had a 'boss' since 2010. But there are lots of clients and colleagues who will say nice things about me, so let's say these are 'available on request'.