

# Gordon McArdle

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## Rocas Training and Business Development

I have over 20 years in senior management managing P&L, formulating, developing, and executing strategic reviews and implementing strategic policy and programmes to drive Business Growth. I am a specialist in increasing revenues and in the assessment & management of businesses through analysis of financial, statistical, and economic data. I provide Business Management Mentoring and Support to businesses and organisations.

### Areas of Expertise

- Business Planning, Management and Expansion.
- Building and allocating resources to achieve business growth.
- Commercialisation and bringing new products and services to market. This can entail production, distribution, marketing, sales, customer support, and other key functions that are critical to achieving the commercial success of the new product or service.
- MFI applications and Business Expansion Grants applications.
- Tendering for Public Sector contracts.

### Experience to date (Sample reference projects)

I have multi sectoral experience with a range of assignments successfully completed across the following sectors:

- Business Process Outsourcing
- Construction
- Distribution
- Electrical
- Engineering
- Industrial
- Manufacturing
- Recycling
- Sport & Leisure
- Transport