



## INTRODUCING Gary Maskell

Gary has over 10 years experience gaining an in depth understanding from grass roots to top levels of business. He has experience in Operations, marketing, sales, HR and Finance gained from the successful day to day running of several businesses. Since joining Icon Gary has quickly developed a proven track record in supporting business owners to achieve their goals.

Gary started his professional life in the food industry. Initially a holiday job, he not only stayed for ten years but spent the final four elevated to the role of Director.

In his role as an Operations Manager he ensured the smooth interaction of all depots throughout the company providing a comprehensive understanding of quality control, sales, purchasing, processing and distribution to facilitate the successful expansion of the business.

Following his success Gary increased the company revenue by securing larger accounts resulting in increased competition for the product. To satisfy demand and further increase revenue he implemented and expanded their Internet buying to source new markets in Europe. The generation and initiation of new systems to evaluate products and enable instant purchasing and marketing decisions followed ensuring increased revenue and raised industry performance.

As a member of the Board he retained full responsibility and control of purchasing and marketing. In addition to which he was also responsible for the management accounts.

During this time he developed a unique insight into the operational issues which can hamper the implementation of business strategy and how to turn challenges into opportunity. He is passionate about working with SME's and believes that the full potential of any business can be achieved by adherence to the business owners' strategy and vision.

In addition to the above and with true entrepreneurial foresight Gary and his wife have developed a small property portfolio which whilst lacking a golf course does provide them with a long term goal. He has two small children who occupy a majority of his spare time but also enjoys reading and reducing his golf handicap.

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