

## INTRODUCING Ken Jarratt

Ken has been involved in Business Development and Senior Level Management for over 18 years. Having been classically trained in Sales and marketing he soon built a successful career and has since used these skills and others learned along the way to improve many areas within the companies he has worked for, including Product development, Finance, Sales, Marketing and Personnel. When Ken decided he could offer these skills to a wider audience Icon Business Solutions seemed the natural choice.

He began his career in the London Stock Exchange where he traded UK Equities and Government Bonds for 9 years before being offered the opportunity to launch the UK arm of an international business. Although well established in a number of countries the business had no UK presence at all. Ken had overall responsibility for setting up and establishing the operation, which included the acquisition of premises, production plant, vehicles, raw materials and staff. Although a huge challenge and steep learning curve, the business was very successful and the knowledge gained; invaluable.

In the mid 1980's Ken took the decision to move into the IT industry where he subsequently spent a large part of his career. He has worked for small companies and large corporate organisations providing complete IT solutions. He has focused in the Banking and Finance markets as well as the Insurance industry working with Commercial Insurance Brokers and Lloyds Brokers. He was also involved in the development of EPOS (Electronic Point of Sale) solutions to the Retail industry. During his career he has been instrumental in the acquisition of major contract with values in excess of £10 million.

Ken had the opportunity to learn firsthand what it's like to run a small business as he ran his own Software Development Company for 5 years. This is where he gained a real understanding of every aspect of running a company. Having survived the rigours of owning and running a small business, Ken is eager to use and pass on his knowledge to other small to medium sized business owners.

Icon Business Solutions provides the ideal platform to utilise the many years of business knowledge and benefit the SME business sector. He truly believes that between himself and the Icon product and service set, he can improve both the business and personal life of business owners.

