



## INTRODUCING

### Nick Bettes

After an early career with Shell, Vickers Shipbuilders, British Gas and Expro International Group, Nick spent the last 9 years in a variety of Board positions running subsidiaries of G4S (formerly Group 4 Securicor) before joining Icon. During this period, he was responsible for parts of the business as diverse as the store detectives division through to the company's alarm receiving centre. As Managing Director of a small acquisition Nick faced all the challenges that concern many small businesses today.

Following a complete strategic review and subsequent change across the business Nick helped its turnover double in two years – and gained an interest in helping other business owners achieve breakthrough results for their businesses.

As well as a wide experience of defining and delivering growth strategies, Nick has successfully handled many critical and challenging assignments, often involving major change projects such as acquisitions and mergers. He has gained experience in marketing, sales, operations, finance, HR and IT in a career which has focused on change and performance improvement across a range of sectors.

In his free time Nick enjoys spending time with his three sons, playing 5-a-side football or golfing (poorly). He also spends alternate weekends as a volunteer, maintaining the Crofton beam engines on the Kennet and Avon canal. Nick can be contacted at:

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