

# Coventry Evening Telegraph

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## A place where firms can consult

BUSINESS consultancy, Icon Business Solutions, has expanded its operations in the West Midlands, with a new branch in Coventry.

It is headed by marketing and management professional Ivan Vickers.

His experience, which spans more than 21 years, includes working with large corporations and small and medium-sized businesses in sectors including aerospace, pharmaceuticals and food and drink.

In his last role, Mr Vickers was able to set up a new revenue stream which generated more than £10 million of turnover for the company.

He says: "SMEs play a vital role in the UK economy. However, the support they receive is usually limited and fragmented. Most business owners typically work in their businesses and not on their businesses.

"This is where the challenge lies."