

David Gwynne Richards MBA, FIOM, FCILT, MloC, Associate of The Academy of Experts

PROFILE

A results driven, creative, influential and highly motivated consultant and trainer with a proven track record of success in introducing improvements within commercial, supply chain, warehousing and distribution environments.

An ability to utilise creative thinking and analysis to understand and interpret customer requirements, develop new opportunities, drive competitive edge and meet corporate objectives.

Author of *Warehouse Management – A complete guide to improving efficiency and minimizing costs in the modern warehouse*, published 6th June 2011 by Kogan Page (28th July in USA)..

Gwynne has also recently been elected to the Management Board of the United Kingdom Warehousing Association

CONSULTANCY AND TRAINING CAREER

APPRISE CONSULTING

Director

2003 –

Apprise is a supply chain and logistics consultancy and training company. It was started by Gwynne Richards in 2003 and now has four Associates.

Clients include Bridgestone, Gefco, Mizuno, Philmac, Pirelli and RICS.

Recent projects

- Worked with a sportswear and sports goods manufacturer to audit their existing warehouse operation and suggest improvements where feasible and cost effective.
- Recently worked with a client to increase the storage capacity of their warehouse through changing storage methods and improving throughput
- Engaged as an Expert Witness in a case where the client was seeking damages for loss of revenue as a result of an alleged, badly engineered floor. The case was settled out of court.
- Recently assisted two clients who are in competition but also realise the advantages of merging their distribution operations as they do not see the method of final delivery being advantageous to either company. It is far outweighed by the overall cost savings.
- Recently undertook a full supply chain review for a procurer of staff uniforms which involved benchmarking 15 other companies and assessing warehousing, I.T. infrastructure and distribution processes in order to produce a more cost effective method of uniform procurement.
- Assisted the client to find new premises as their lease was due for renewal
- Evaluated introduction of SAP warehouse management system and bar code scanning picking operation. Determined that the introduction would not provide a reasonable ROCE and project shelved until the warehouse was running efficiently.
- Recently undertook a logistics strategy review for a minerals and clay company which resulted in improved relationships with their logistics providers
- Undertook a value for money review for a major retailer, analysing their total logistics costs and benchmarking the service and cost base. Invitations to tender produced and three major

UK logistics companies were approached with a view to quoting for the takeover of the operation. Resulting analysis produced a saving of £3,000,000 per annum.

- Recently undertook a full logistics strategy audit for a confectionery manufacturer in the UK, evaluating existing, owned and subcontracted warehouse and transport operations. Proposal presented suggesting a new build warehouse be constructed to cope with future business.
- Undertook full audit of engineering stores for a UK food and consumer goods manufacturer. Proposed greater use of suppliers to manage stores inventory
- Undertook full review of a specialist transport company on behalf of a European Venture Capital company. Instigated a customer survey, carried out a major operational audit, evaluated proposed investors' business plan, produced a comprehensive due diligence report and outlined a potential exit strategy
- Completed a comprehensive warehouse audit for a UK retailer, increasing volume throughput and produced improved operational procedures. Evaluated software packages to assist with annual stock checks and perpetual inventory counts.
- Reviewed total supply chain operation for major DIY products supplier. Transferred warehouse and distribution operation from in-house to third-party. Managed Invitation to Tender process, evaluated tenders and assisted in making final choice.
- Strategic review of current warehousing operation for major UK Utilities company. Extended review to analyse total supply chain. Reduced warehouse requirement from 80,000 sq.ft. to 11,000 sq.ft. by organising deliveries direct from suppliers. Evaluated existing I.T. system and proposed specific enhancements to cope with new operation. Introduced new operational procedures and continue to provide ongoing consultancy support.

UNIVERSITY OF WARWICK

Visiting Lecturer

Produces, runs and is Module Tutor for the Transport Techniques and Management (TTM) module for the full-time Masters in Supply Chain.

Recently appointed Joint Tutor for the Storage Module (S & D) for the full-time Masters in Supply Chain.

Produces and runs a Storage and Distribution module for in-house client BAe Systems

Produces and runs both TTM and S & D modules for in-house clients from China. This included running the TTM module in Wuhan and shortly in Hong Kong

CILT

Trainer

Chairman of the CILT Outsourcing and Procurement Forum

Produces and runs the CILT level 5 Warehouse Management course

ASTON UNIVERSITY

Visiting Lecturer

Produces and runs courses in Customer Relationship Management

UWE

Visiting Lecturer

BURMAN ASSOCIATES

Associate Consultant

LABYRINTH LOGISTICS

Associate Consultant

DFF INTERNATIONAL Associate Consultant

CAREER

DANZAS SOLUTIONS	UK Commercial Manager	1998-2003
NEDLLOYD DISTRICENTERS	UK Sales Manager & Customer Services Manager	1993-1998
DAWSON GROUP	UK & European Project Manager	1993
LANE GROUP PLC	Group Development Manager	1989-1993
DAWSON GROUP	Various positions	1980-1989

All third party logistics providers – clients included Dupont, Dyson, LG Electronics, Nokia, Scottish and Newcastle and William Levene

EDUCATION AND TRAINING

- MBA in Business Administration –UWE – Part-time **1995-1998**
- BA (Hons) Business Studies – Leicester Polytechnic **1976-1980**
- Certificate of Professional Competence – Aston University **1980**
- PGA Parts (1) & (2) – University of Warwick **2009/10**

PERSONAL DETAILS

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Date of Birth: 30th April 1958

Nationality: British