

Gwynne Richards MBA, FIOM, FCILT, MIBC, MPCG

PROFILE

A creative, influential and highly motivated consultant 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.

Recently commissioned by Kogan Page to write an up to date book on Warehouse Management – due for completion in March 2010.

RECENT PROJECTS UNDERTAKEN

- Currently working with a client to extricate them from an existing 3PL distribution contract, find a suitable alternative and assist in the implementation
- 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.
- Produced an Invitation to Tender (ITT) for a client being demerged from its parent company and needed to move from their existing warehouse location. Suitable 3PL found and contract negotiations concluded satisfactorily
- 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. Currently assisting the client to find new premises as their lease is due for renewal in 2010. 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. Undertook a second project for the client evaluating the potential set up of an import centre for the receipt of Far East goods.
- 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. Awaiting confirmation of second part of project.
- 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.

- Undertook a full Operator's Licence Audit on behalf of a major supplier of electrical products, ensuring all vehicles and paperwork comply with the regulations.
- Produced new brochure on behalf of a leading logistics services company
- Other consultancy projects for a number of clients across various market sectors within supply chain management including utilities, Third-party logistics, DIY, retail, clothing and luxury goods.

OTHER WORK

Producing and running supply chain courses and warehouse management courses on behalf of The University of Warwick, the MOD resettlement programme and the Chartered Institute of Logistics and Transport.

Produced and ran a course on internal customer management for Aston University

Chairman of judges for the Development of People award and Chairman of the Outsourcing and Procurement Forum for the CILT.

CAREER

APPRISE CONSULTING	Director	2003 - present
BURMAN ASSOCIATES	Associate	
LABYRINTH LOGISTICS	Associate	
DFF INTERNATIONAL	Associate	
DANZAS SOLUTIONS	UK Commercial Manager	2000-2003
DANZAS SOLUTIONS	Customer Services Manager	1998-2000
NEDLLOYD DISTRICENTERS	UK Sales Manager	1993-1998
DAWSON GROUP	UK & European Project Manager	1993
LANE GROUP PLC	Group Development Manager	1989-1993
DAWSON GROUP	National Sales Manager	1987-1989
	Regional Manager, Mids and S. West	1983-1987
	Branch Manager	1981-1983
BRITISH ROAD SERVICES	Truck and Trailer Rental Manager	1980-1981

EDUCATION AND TRAINING

- MBA in Business Administration – University of the West of England – Part-time 1995-1998
- BA(Hons) Business Studies – Leicester Polytechnic 1976-1980
- Certificate of Professional Competence – Aston University 1980
- Training in effective communication and presentation techniques, use of negotiating tools and techniques, team leadership and motivation skills

Undertaking Expert Witness Foundation Course with Academy of Experts 7th and 8th December 2009

PERSONAL DETAILS

Address: 24, Oddicombe Croft, Styvechale, Coventry CV3 5PB

Tel. 02476 413149.

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Other Information

- Visiting Lecturer in Operations and Supply Chain Management at University of Warwick and Warwick Manufacturing Group.
 - Visiting lecturer at Aston University
 - Associate consultant at University of the West of England
 - MSc student supervisor at University of Warwick
 - Fellow of the Institute of Operations Management
 - Chartered Fellow of Chartered Institute of Logistics and Transport
 - Chairman of CILT Outsourcing and Procurement forum
 - Chairman of Judges panel for Development of People Award at CILT.
 - External examiner for CILT
 - Member of Institute of Business Consultants
 - Member of Professional Contractors Group
 - Associate Member of UKWA
 - Fluent in Welsh, basic Dutch and French
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