

## Personal Review

### Sales Manager PFI and Controls

August 2008 - Present

C3

I am currently the Area Sales Manager for the London and Southeast area sales team. My duties include training and development of staff, staff appraisals and assessing and managing the technical and day to day needs of my team. I have written individual training plans with the view to increasing the knowledge base within the UK Public Lighting team. Due to my 10 years experience of outdoor lighting, I have become XXXXX's UK lead technical advisor on outdoor lighting and regularly consult on future developments. I regularly chair team meetings, produce minutes and tribute actions where required.

D1

I present at our in-house customer events (XXXXX Academy of Light – TAL) presenting papers entitled City Enlightenment, Sports Lighting, Flat Beam Lighting and Architectural Floodlighting. I am XXXXX UK's Tunnel lighting expert and also consult on High mast lighting to our extended sales teams.

C3

One of my ongoing projects is to lead the Outdoor Lighting Controls team whose goal it is to gain Elexon approval for our central management system. I have brought a team together consisting of product management, sales and software development engineers to identify modifications needed within the system software to bring it up to UK requirements. I prepared a cost report which was presented to senior UK management to gain the required funding. We are currently in the process of implementing the software changes. Once these have been achieved I will oversee testing and de-bugging with the final goal in mind of gaining approval and Elexon certification.

B1

A recent duty of mine was to review and critique XXXXX's brand new street lighting luminaire, the for the UK market. I carried out a SWOT analysis to identify strengths and weaknesses within the product prototype and opportunities and threats within the marketplace. I oversaw the optical performance testing and from this I wrote an appraisal and recommended areas for improvement. I identified specific market needs and potential operational problems with the luminaire, including sealing, thermal management and optical performance. I discussed these issues with product management and helped develop solutions for the UK market.

D1

B2

D2

In 2008 I wrote and presented a technical paper at various ILE / HEMSA technical forums, entitled XXXXX. This paper discussed the ability for one for one replacement of existing SOX lanterns with compact fluorescent lantern of corresponding wattages. This took into account BS EN 13201 to reduce a lighting class for residential areas. The result being a compliant solution with substantial gains in energy saving, with the added advantage of white light (visual recognition, reduced fear of crime etc). This paper also discussed the efficacies of

## Example of Competency Statement for IEng and MILP

the two types of lighting systems. Sox being the older, less efficient system, gave advantages for the newer, high efficiency electronic systems. This coupled with the ease of linear dimming with fluorescent sources gave the possibilities of tremendous extra energy saving.

Other presentations include countless customer CPD accredited presentations, performed over the last 6 years for both XXXXX and XXXXX Lighting. These includes papers on White light, Urban Lighting, Architectural Floodlighting, LED Technology, Traffic Crossings and many more.

B1

I am involved in overseeing the technical content for new product advertisements. This duty includes checking the technical content and subject matter and ensuring XXXXX give out the correct commercial information in an informative and upto date manner.

E1

In 2009 I planned and developed a training course for the ILE Young Lighting Professionals. This two day training course was held at the new training facility, Thorn Academy of Light (TAL) in Spennymoor, Co. Durham. I worked hard to develop a programme which made more effective use of time and above all, ensured the non-commerciality of each paper. XXXXX intend to run this as an annual course.

Future aspirations include becoming a committee member of the ILE LSE and help shape the future of my profession. I have particular interest in LED street lighting as I regularly consult on XXXXX UK's requirements with our central street lighting development directorate based in Les Andelys, France. I regularly attend product evaluation meetings before the finalisation and launch of a new product.

### **Sales Manager Industrial Products** XXXXX LIGHTING Nov 2004 – Aug 2008

I worked within the London and South East regional team for almost 4 years with responsibility for floodlighting, Industrial and LED sales. I established a new fledgling sales area in 2004 and expanded it into a project based business worth £500k. This proved to be a very hard introduction into sales as there was a high volume of cold calling and account development. At its peak, just before my move to XXXXX Lighting, I was regularly calling on customers including international consulting engineers, leading architects and lighting designers. I regularly wrote, presented and evaluated CPD presentations on all aspects of floodlighting including architectural, area and sports. Large projects which I was involved in, included Kings Cross Central, Cross Rail and the Olympic Park.

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B2	<p>A project of particular note during my time at XXXXX was the concept design, manufacture, installation and commissioning of a large dynamic LED lighting system for the Regent Theatre in Stoke on Trent. I was given a very simple brief to light the outside walls of the fly tower. I designed bespoke LED signage, and a 'wall washing' lighting system. I designed and tested the optical engines for the lettering and came up with the best solution for surface uniformity. I also designed bespoke bracketry for the wall washing lanterns. I was lead engineer on the commissioning and presented this turn-key solution to the theatre technicians and trained them on the DMX control software. We came across a problem with the mechanical fixation of the wall brackets to the cladding. I came up with a solution using resin anchor bolts to keep the brackets in the correct position.</p>
B3	
C1	<p>One of my largest street lighting projects I managed for XXXXX was the exterior street lighting to the new St Pancreas train station. This project utilised bespoke columns which implemented traffic light systems. I liaised with the TFL traffic engineers, Architects and our column supplier to ensure each bespoke column was correct. I project managed the manufacture and supply of lanterns and columns in record time.</p>
	<p><b>Senior Design Engineer</b>                      XXXXX                      Sep 2000 – Sep 2003</p> <p>XXXXX Design specialises in bespoke architectural lighting equipment and solutions. My responsibilities as team leader and project manager included technical sales, feasibility reports, scheme and product design. I became competent in LED solutions, specialising in LED systems and integration.</p>
C1	<p>One of my most enjoyable projects, although small, was the design and manufacture of a feature lighting sculpture for Poole Harbour. I worked closely with the artist to formulate a product design utilising some of our LED ground-mounted products. I researched and selected a local foundry and commissioned them to cast the unusual brass sculpture. Prior to installation I formulated a method statement detailing the man-handling and installation procedure for the heavy casting components. I specified the foundation requirements and once the preliminary ground works were complete I supervised installation and commissioning.</p>
D3	<p>Being a Senior Design Engineer required me to communicate with all departments and customers. I learnt how to motivate shop floor staff and developed a very good working relationship with the team. Due to the bespoke nature of XXXXX projects, I quickly learnt how to communicate effectively to overcome production hiccups. I also gained</p>

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invaluable customer facing experience which led me to start thinking about a career move towards sales.

### **Application Engineer**

XXXXX LIGHTING LTD Nov 1999 – Sep 2000

My first job after graduating from university and my first venture into the world of light was with XXXXX Lighting, part of the XXXXX Group. My duties as an Application Engineer included designing traffic and urban lighting schemes and advising on best lighting practice. Duties also included project management from conception through to manufacture and delivery.

A1

Upon starting at XXXXX I engaged in a formal training program which was to last for two years. Being new to the industry I first started digesting Lighting Standard BS 5489. I became an expert on their in-house lighting programs; Turbolight, AutoCAD and their Tunnel Lighting Program. For a number of years I was the lead tunnel lighting engineer, carrying out designs for a number of tunnels, both in the UK and abroad.

A2

I spent a period of one year within the technical support department, tasks included competitor evaluation, spacing calculations and various optical and mechanical investigative requests. We spent a great deal of effort evaluating street lighting optic performances to keep ourselves at the forefront of street lighting technology. This involved the setting up of many automated calculation routines to test the performance over many different road lighting scenarios. We then collated, analysed and presented the data to the R+D to show where we were strong and areas which required improvement.

C4

One of my projects was to evaluate and improve our car park lantern. I started by comparing optical performance with the competition. I identified areas for improvements which were then implemented by our optical design team in Belgium. I evaluated the first prototype reflector and suggested a redesign to increase performance in a key area. The design was approved which led to the industrialisation of the lantern. We then carried out a value engineering procedure which suggested the use of a gear tray and lantern body from a standard product. This improved delivery lead times and led to the need for lower stock holdings. Throughout this project I liaised with the quality department to ensure all the quality systems (ISO 9000) were met.

D1

E2

One of my duties included being a Health and Safety (H+S) representative. I undertook a formal 5 day college training course, which resulted in me being considered a 'competent person'. My duties included delivering H+S inductions for new staff, logging of accidents and

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analysing the cause in order to implement counter measures. I represented employees H+S needs to the management and helped implement changes to the office to help with comfort and ran training sessions to explain how to setup your own personal workstation. This included the correct ergonomical position for your monitor, keyboard and chair.

EXAMPLE