

# Curriculum Vitae

## Barry Jackson, Communication Skills Specialist

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### Personal Profile

After a successful sales and management career in pharmaceuticals, I now run my own communication skills business to help companies and individuals succeed in achieving their goals. I do this by sharing my coaching and mentoring skills and using recognised personality based training systems to teach practical skills that have worked for me in my own career.

### Skills Profile

34 years' continuous experience in selling, proven negotiating skills, key customer development, key account management, presentation and communication skills. People skills: motivation; recognising and adapting to different personality styles. Line Management, including the teaching of all the above with particular emphasis on sales and communication skills training.

If I had to identify one of the above as being critical to my on-going success, I would unhesitatingly pick people skills, which underpin all the others.

### Career

#### **December 2005: Appointed to Product Specialist in anti-infectives.**

Role: Relaunch of antibiotics in the field of MRSA. and pneumonia. (similar brief to that adopted for the prostate product)

Significant Achievements: Successfully educated Microbiologists/ Chest Consultants on the benefits of our products. Successful renegotiation of contracts with NHS Trusts. Highest cash sales in the country for pneumonia product. Highest cash growth in the country for same product. Involvement in the training of a new sales team.

#### **July 1998: Title change to Urology Project Specialist (role relatively unchanged).**

Significant Achievements: My territory was the first to reach £1m turnover; then the first to reach £2m, just over 12 months later. I represented Sanofi at national symposia on a regular basis and was selected to attend international symposia in Madrid, Los Angeles, Atlanta and Prague.

#### **July 1997: Offered Post of Product Specialist, Urology.**

The relaunch of a previously unsuccessfully marketed drug in the treatment of prostate disease. Significant Achievements: The development of close working relationship with key specialists throughout the Midlands Region. Education of consultant urological surgeons, nurse specialists, hospital pharmacists on the benefits of our product. Establishment up a national team of 19 based on my successes. Shared role in the coaching the new team

**July 1992: Takeover by Lorex Pharmaceuticals. (Delandale ceased to exist.)  
Appointed as Hospital Specialist Representative for the South Wales territory.**

Significant Achievements: Highest cash growth of angina drug. Achieved brand leader status on my territory. Successful negotiation of long-term contract with the All Wales Pharm. Purchasing Committee.

**Oct. 1972: Joined Delandale Laboratories (pharmaceutical company) as a Sales Representative.**

Significant achievements: Won Sales Champion award 3 times in 5 years. Developing specialist knowledge in the field of psychiatry (treatment of manic depressive psychosis). The training of new sales team members.

**Promotion to National product Specialist**

Significant Achievements: Training of new recruits. On-going development of experienced sales team including the understanding of complex clinical publications and the clinical, ethical and commercial implications of product promotion. Building professional relationships with key opinion leaders, including many of national and international repute.

**Promotion to Region Business Manager (South) (*Line Management Role*)**

Significant Achievements: Company's fastest rate of growth for several years; team turnover one of the lowest in the industry; successfully negotiated long term contracts with all seven of my N.H.S. Regions.

**Sept 1971-Oct.1972**

University College Hospital, London, reporting to Prof. Stokes (Prof. of Microbiology). Technician in charge of electron microscope. Main task: the rapid identification of viruses from serum samples to aid rapid diagnosis.

**Main Qualifications**

Honours Degree in Microbiology with subsidiary chemistry (Reading University)

**Other Information**

**IT Capability**

Microsoft Office, email/Web, Windows 9X/XP

**Personal Information**

Date of Birth: 6/10/48

Marital status: married to Jenny for 30 years

**Interests and Activities**

I enjoy reading, walking, cycling. I am a keen amateur naturalist. I have active involvement with the local Methodist Church. I have been a regular supporter of Gloucester Rugby Club for nearly 20 years.

## REFERENCES

### **Mr Garry Eliman**

National Sales Manager  
c/o Sanofi Aventis Pharmaceuticals  
One Onslow Street  
Guildford  
Surrey

07967-676920

Relationship: Former Line Manager

### **Mr Paul Norsworthy**

Region Business Manager  
c/o Sanofi Aventis Pharmaceuticals (details as above)

07739-229613

Relationship: Former Line Manager

### **Mr Nick Butler, B.Pharm. M.Phil**

7 Steeple Close  
Barnwood  
Gloucester  
GL4 3ET

01-452-615995

Relationship: Senior Pharmacist at Gloucester Royal Hospital. Business relationship and, more recently, church involvement.