

Peter Lihou
BSc (Hons), F Inst D

Curriculum Vitae

Status: Married, four children

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Date of Birth: 20th November 1950

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Head of revenue generation for 15 years;

Successful track record in consulting, sales and sales management;

Extensive business management and board level experience.

Recent/Key Achievements

Whilst employed by Itex, I reorganised the sales team and recruited new and talented staff, introduced a new product division locally, carried out training and a complete process review of all sales activities. My key achievement has been to significantly increase recurring revenues at Itex by attracting customers to their existing and new data centres, both of which are now full. Over the last few years my career has focused on the following key areas of business improvement for our customers:

- 1) Managed IT services including single & multi-tenanted data centre hosted solutions. Focus industries have been eGaming, banking and finance.
- 2) Professional services (including Virtualisation, SANs, Business Continuity Management, Communications, Project Management,)
- 3) Systems procurement and logistics

Summary

2005 – 2010 Itex Guernsey Limited

Head of Sales

1995 – 2005 GEAC Enterprise Solutions

National & Corporate Sales Manager, System 21 ERP

1993 – 1995 IBM, External Consultant/Advisor

Lead external market consultant on several IBM projects including acquisition and channel strategies for a number of European software companies.

Local Business Consultant

Midrange financial, distribution and manufacturing system sales to SME market. Local marketing

1986 - 1993 Mainstream Group

Managing director of a small group of companies supplying the SME market with a range of IT products and services including financial and distribution application software, Microsoft and Lotus software, IBM and other hardware, PC/LAN maintenance, and business consultancy.

Detailed Employment History

2005 – 2010 Itex Guernsey Limited

I joined Itex as Head of Sales in September 2005. My brief was to reinvigorate the sales team, improve company-wide morale and increase sales revenues. I have coached and trained the team in selling and interpersonal skills.

1995 - 2005 GEAC Enterprise Solutions (formerly JBA International)

Joined JBA as new business salesman in the Bristol office.

1998 - promoted to Sales Manager for the UK Midlands Region.

1999 - promoted to Sales Manager for the Southern UK.

2000 - promoted to National & Corporate Sales Manager for all System 21 business in UK and corporate accounts NW Europe.

During my time at Geac, I successfully negotiated several multi-million pounds transactions and exceeded a £30m per year sales quota throughout a period when the ERP sector has generally been in decline. I have sales achievements awards for every full year I have been employed (10 years) except 1999, when I achieved 97% in the year of the millennium slow down.

1992 - 1995 IBM Local Business Consultant & Market Consultant/Advisor

Initially selected as a Local Business Consultant for IBM AS/400 division, engaged as adviser on marketing strategy for a number of projects over 2 years.

My key inputs to the projects were;

Knowledge of application software & desktop products

Market demographics

Analysing the channel coverage and strength of competition

How products are integrated and used by SMEs

The business benefits that can be realised

Marketing & business plans

Acquisition strategies on SME software companies in Europe

Post acquisition advice on Lotus Notes and Concorde channel strategy in Europe

1986 - 1992 The Mainstream Group, Managing Director

The 4 key activity areas were;

1) Consultancy: - desktop application advice, personal productivity etc. SME market

2) Business Application Software: - sales, tailoring & support of Sage accounting & distribution systems, Microsoft & Lotus software

3) Hardware sales: - IBM PC, Lexmark & Siemens printers, Fujitsu ISDN desktop conferencing

4) LAN Infrastructure: - full support of Novell, Lantastic & Sage LAN installations, management, PC maintenance etc.

1984 - 1986 3M UK PLC, Bracknell, Sales Executive major accounts - communication products

1977 - 1984 P A Associates Limited, Channel Islands, Microfilm Bureau, - Technical Director, Sales Director, European Tour Operator Handling Agency, Managing Director

Education and Qualifications

CSE, RSA, City & Guilds, B Sc (Hons) 2:2

Professional Fellow of the Institute of Directors

Interests, Sailing, Writing (published author)

Training, skills, and methodologies include; HP SANs & Blades, VMware Virtualisation, Solution Selling (SPI), LAMP (Miller Heiman), Finance for Selling (IBM), Mastering Motivation, NLP, & Power Presentations (Speakers International), Risk Analysis & Management (RAM Ltd),