

## **DECLAN KELLY**

Declan has an unusually wide range of experience and qualifications, having worked in a variety of positions in the IT, wholesale, retail, business advisory and accountancy sectors. He has strong skills in Sales, General Management, Project Management and Business Financial Planning. He has worked in Australia and in both Northern Ireland and the Republic.

In his business advisory role he has been working with a range of progressive companies helping them grow their businesses. He specialises in the development of strategic plans, business plans and budgets and has been involved in presentations and discussions with banks and investors to help companies access finance.

He has also been involved in a hands-on role in client companies implementing systems for sales and stock control and implementing Management Information Systems. Increasingly he is involved in helping owners plan their exits from business and in helping them sell their companies.

### **Clients**

Declan works with clients in a hands-on role typically for periods from two months to twelve or more months. In recent years he has worked with companies in the engineering, food processing, food distribution, package manufacturing, pharmaceutical, retailing, book publishing, waste management and horticultural sectors

Declan is on the Invest Northern Ireland list of providers of Business Development Services. In this role he has carried out a large number of Diagnostic Reviews on behalf of Invest NI and their clients, with a view to ascertaining how Invest NI can assist the client companies grow and prosper.

### **Helping Clients Grow**

In his experience Declan has found that the owners of SMEs generally have strong skills in their core businesses such as manufacturing, engineering, food processing, retailing etc. However they seek help to grow their companies by putting in place a range of support activities such as marketing, selling, accounting / reporting / budgeting, raising finance, IT etc. Declan helps put those systems in place either himself or with assistance from other specialist FBA staff. This often involves helping the company restructure and recruit new staff.

Recent assignments include helping owners develop their selling skills and prospecting methods; helping with the implementation of production planning, control and costing systems; assistance with handing over a business to the next generation and assistance with the sale of a number of companies to enable the owner to diversify into new business areas.

### **Experience**

Declan qualified as a Chartered Accountant with Price Waterhouse in Northern Ireland and then worked with them in Australia, where he was responsible for multi-state and multi-national clients in the south west Pacific.

On his return to Ireland he managed his own General Merchants business for ten years before selling out and moving into sales of multi-user IT systems. He has almost five years experience selling high ticket items. Subsequently he was involved in project managing software development and in large scale implementation projects, eventually becoming Information Systems Director for one of Northern Ireland's largest companies.

He then returned to General Management taking on full profit and loss responsibility for a company with eighty seven staff and a turnover of £17m. In that role he was actively involved in re-organising the company, in particular negotiating new working practices with the workers's union and reorganising the sales function to help the company weather a downturn in sales. When the company was returned to profit it was sold on and Declan left, subsequently taking up his present position with FBA.

Declan has an MBA and an MSc in computer science. He is also a fully accredited PRINCE 2 (2009) Practitioner.