

# **Business Development**

## **Unlocking Future Revenues**

I help senior executives, directors and founders successfully build and grow their companies. I have experience in advising leaders in a broad range of sectors such as finance, technology, professional services, media and communications, research, online retail and many others.

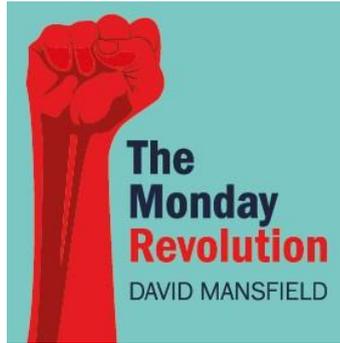
Under my guidance, people learn how to successfully develop new relationships, obtain referrals and generate significant future revenues. All executives can benefit from a personalised approach. For some the budgets are set, so it's simply a plan of execution that's needed. Others are looking to create a revenue strategy, strengthen existing ties and create new networks.

Business development should always be a management priority but is often neglected. Many executives are highly successful in their specialist field; however their career path may not have adequately provided them with the skills required to successfully generate long term, profitable, revenue streams.

I use my experience to help devise the best approach, based on the specific need. I work primarily on a one to one basis. Objectives and hard numbers are agreed at the outset and we work together to plan and execute. This highly effective approach delivers tangible results, building lifelong skills for the executive and company.

**Seize control of your business life**

[www.themondayrevolution.com](http://www.themondayrevolution.com)



# David Mansfield

## Biography

David is founder of The Monday Revolution. He advises organisations on effective management practice, business simplification and fast growth strategies. He currently mentors senior executives working in finance, technology, professional services, media and communications, research, online retail and many others.

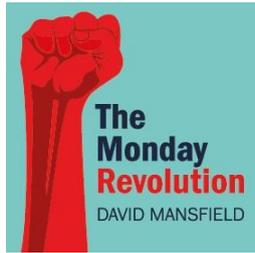
David's early career began in ITV, following which he joined the main board of Capital Radio PLC and subsequently became the company's CEO for eight years. In addition, David was a director of several public and private companies including Carphone Warehouse PLC, Game Group PLC and Ingenious Media. He is currently chairman of RAJAR Ltd, Circus Street Ltd and field and flower Ltd.

David has considerable experience in angel investment, venture capital and private equity. He is an investor in several early stage companies and actively involved in strategy, new business, sales generation, fundraising and selecting high performance teams.

David is a fellow at the Center for Evidence-Based Management and was previously a visiting professor at City University and visiting fellow at the University of Oxford. His latest book, The Monday Revolution, shows how applying real-life examples can deliver immediate business improvement.

**Seize control of your business life**

[www.themondayrevolution.com](http://www.themondayrevolution.com)



# Client Testimonials

## Delivering value

“Having been there and done it, David’s pragmatic approach to scaling businesses instantly paid dividends for me and my company.”

**Phil Guest, Founder, Revcelerate**

“Many leaders delegate revenue generation, some refer to it as a “dark art”. David will shine the light on the most important numbers and how to get the best out of the team.”

**Martina King, CEO, Futurespace**

“David has really helped me breakdown the challenges I have faced, and then worked with me to develop practical solutions. His advice is always commercial and focused on delivering results, and with David’s help we are now winning new clients in a challenging market.”

**Matt Watts, Partner, Smith & Williamson**

“David’s commercial experience enables him to provide practical advice on how to increase revenue and grow your business. He has an innate ability to cut through the noise, quickly identifying challenges and problems to then offer transformative solutions.”

**Lily Cheng, CEO, The Rising Network**

“Pragmatic and straightforward in his approach, be prepared to be challenged to make the difference you’re looking for.”

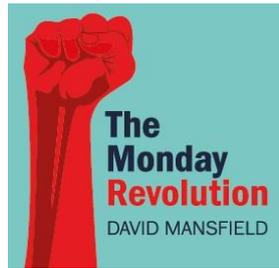
**Ian Gosling, CEO, Autto**

“David made a difference immediately. But more than that, he continued to make a real impact as the business grew and the challenges got bigger and more frequent.”

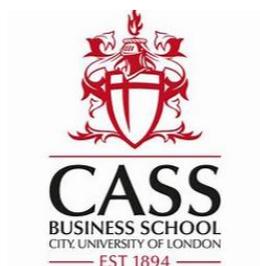
**James Macey White, Partner, Tulchan Communications**

**Seize control of your business life**

[www.themondayrevolution.com](http://www.themondayrevolution.com)



## Selection of clients – past & present



Seize control of your business life

[www.themondayrevolution.com](http://www.themondayrevolution.com)