

Claire Louise Derry

📍 26 Sheen Common Drive, Richmond, Surrey. TW10 5BN

☎ ((H) 020 8487 5677 (M) 07941 676 096 ✉ Claire@clairederry.com

Profile

Executive Coach facilitating business growth through alignment of team and culture with strategic goals. Coaching Senior Executives in larger Corporations both in the UK and internationally to achieve both their personal and business goals. Particularly focusing on using Emotional Intelligence tools to enable leaders to become more self-aware and aware of what their team needs from them.

Previously Director of PLC and Senior Entertainment Industry professional with 15 years as Managing Director. Also experience in higher education as University Governor.

Founder director of Link Licensing following management buy out in 1986. Grew company to be one of the Virgin Atlantic Fast Track 100 Companies,

Key Achievements

- Grew business to be 38th fastest growing unquoted company in the UK, on the Virgin Atlantic Fast Track 100.
 - Winner of Deloitte and Touch "Indy 100" 2001
 - Nominated in 1999 by Virgin Atlantic and the Sunday Times as 'Most Motivated Entrepreneur.'
 - Executive Producer of RTS award winning film "the First Snow of Winter"
 - Chartered Company Director and Fellow of the Institute of Directors
 - Chair of Strategic Development University of the Arts Bournemouth
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Employment History

ActionCOACH - Executive Coach

Dates: - Sept 2009 – Current

Position: - Managing Director

Executive Coach specialising in developing leadership skills, management development and risk analysis. Involved in mentoring new Directors on their roles and developing their Emotional Intelligence skills, particularly preparing them for positions on PLC boards. Also running leadership programmes for senior management teams both in the UK, and internationally. Clients come from a wide variety of sectors including Sport, Oil, PR and banking and tasks include personal development, board evaluations, culture change, 360 assessments and creating high performance teams.

Business coaching with the ActionCOACH franchise to facilitate growth in SME's particularly those planning to ultimately sell their business. Mentoring in team goals, financial planning, sales and marketing, and systemizing the business to facilitate the growth of the company.

ARTS UNIVERSITY BOURNEMOUTH - Industry: Education

Dates: - Sept 2002 – June 2009

Position: - Governor and Chair of Strategic Development (Unpaid)

AUB is a specialist university devoted exclusive to the study of Art, Design and media. It is a centre of excellence for media recognized by Skillset as a Media and Screen Academy. As a Member of the Governing body was responsible for ensuring financial solvency, sound use of resources, and determining the educational character and mission of the college.

As chair of Strategic Development was involved in the development and implementation of the strategic plan, including going through the rigours of the scrutiny process to ensure Taught Degree Awarding powers and University status. Was part of the governing body that oversaw the development of the business incubation units to help transition students into starting their own businesses.

ENTERTAINMENT RIGHTS PLC – Industry: Entertainment

Dates: - Sept 2003 – Nov 2005 - **Position:** - Non Executive Director

Having secured the hand over of the business to the new management team was asked to remain on the board of the public company as Non Executive Director whilst pursuing an unpaid role as Governor of one of the leading colleges for media and animation production.

Dates: - April 2001- Sept 2003 – Position: - Group Marketing Director

As a result of the acquisition of Link, was invited to join the main board of Entertainment Rights a publicly quoted company. Initially, primary role was ensuring a smooth hand over of clients and staff and a speedy integration of the two companies, whilst being responsible for all marketing activities of the company.

Ultimately, was responsible for the development of global brands. This included the acquisition and marketing of all brands owned or represented by the company. It covered all areas of the marketing mix from determining the initial strategy, organising market research, handling creative direction, through to PR and advertising and the final product design.

LINK LICENSING LIMITED – Industry: Entertainment

Dates: - July 1986 – April 2001 Position: - Managing Director

Founded the company in 1986 following a management buyout from previous employers. Raised finance from a leading venture capital company, who acquired a 25% stake in the company.

As Managing Director and majority shareholder, ensured the smooth transition with support from all previous clients, and with the acquisition of major new programming from Thames Television and the BBC, thereby establishing Link Licensing as one of the foremost companies in the field of television distribution and licensing.

Grew the company rapidly over 15 years to the extent that in 1999 Link was ranked by Virgin Atlantic and The Sunday Times as one of the fastest growing private companies in the UK and in 2000 was ranked 36 by The Independent on Sunday. In 1995 the original investors were replaced by new venture capital and the company changed strategy from being a pure agency business to owning and developing its own IP rights.

LINK HOUSE COMMUNICATIONS - Industry: Entertainment

(A division of Link House Publications PLC)

Dates: - Feb 1984 – July 1986 - Position: - Marketing Manager

Responsible for the management of investments made in television productions and the development of a long-term strategy for the company within the television industry.

Established a television sales and distribution operation, reoriented investments into children's programmes and recognised the need to control the means of exploitation to ensure return on investments. Initiated a licensing programme, which included finding and investigating potential licensees, the negotiation of the license, quality control of products and the selling of the concept to the retail trade.

During this period developed a high profile in the television industry, representing a number of leading UK producers. In a competitive pitch was appointed Channel Four's exclusive agent and has extended the company's catalogue of programmes from 3 hours of documentaries and 1 hour of children's, to in excess of 32 hours of children's programming.

ARTEL HOME VIDEO BV – Industry: Entertainment

Dates: - Dec 1982 – Feb 1984 - Position: - Consultant

A Dutch company specialising in the licensing of children's programmes worldwide. Acted as UK representative, set up the UK office and created marketing and distribution function for their programmes. This included selling, opening of accounts with major retailers and wholesalers, controlling and implementing advertising, promotion and PR.

MICHAEL BARRATT LIMITED – Industry: Entertainment

Dates: - Jan 1982 – Dec 1982 – Position: - Marketing Manager

Head hunted by Michael Barratt to develop new outlets for home video programming and implement marketing organisation for leading independent producer of industrial films and special interest home video programmes. Achieved major success with accounts being opened with large national multiples such as W H Smith, Boots, Rediffusion as well as achieving the company's first sales to television stations worldwide (USA, Australia, Canada, and Europe) for satellite transmission.

BOOTS COMPANY LIMITED – Industry: Retail

Dates: - Aug 1979 – Jan 1982 – Position: -Buyer for Audio & Video Tape

Buyer responsibilities including the initiation and implementation of the marketing strategy for the product range, launching new products into that range, product selection, sourcing, inventory control and the initiation of all promotional activities.

PROFESSIONAL QUALIFICATIONS:

Association of Coaching – Member

Accredited practitioner of the ECR – Emotional Capital Report
Chartered Company Director
Institute of Directors' Diploma in Company Direction (April 1999)
Fellow of the Institute of Directors since September 1991.