

John Line



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Professional Profile

I am a results driven, highly experienced manager who has worked extensively in the vehicle rental, remarketing, IT and property sectors. I have operated at Managing Director and business owner levels responsible for both large and small operations. Always customer focussed, I command respect and loyalty from those around me and pride myself on displaying absolute integrity and leadership, whilst never forgetting the need to deliver. I have delivered large, complex and high value projects in all arenas that I have worked in. I have a wealth of experience in many sectors of the motor industry ranging from rental, to fleet operations, remarketing, manufacturer relationships, and IT manipulating volume data to deliver value adding business applications in many contexts.

I seek to establish a position on either a permanent, interim or on a consultancy basis that will enable me to fully leverage my skills and experience back in the motor industry. I am an experienced and skilled change manager with particular expertise in the implementation of challenging projects.

I offer:-

- Charismatic leadership qualities
- High energy resilient management style
- Excellent communication skills
- Clear and incisive assessment and vision
- Strong project management skills
- Excellent technical business process and IT skills
- A high degree of financial and business acumen
- Over 25 years senior management experience

Career History

2011 – Date Principal – Wollaston Consulting Ltd

Conducting varied consultancy work across the property, fleet, transport logistics, used vehicle refinishing and IT arenas. I have undertaken a number of distinct projects for clients in the vehicle rental, vehicle refurbishment and logistics arenas.

Highlights include:-

- A fleet metrics dashboard project and production of a fleet operators guide for a specialist adapted vehicle hirer
- Property projects including a look and feel revision for a national rental company
- Best practice review for a major company seeking to maximise its investment in a proprietary rental management system
- Feasibility and client engagement for of a transport management IT platform

2009 – 2010 Managing Director and Owner – Delta Fleet Solutions t/a AcuTy

An IT business specialising in database applications, network support and managed services. Created in an MBO from the Greenhous Group the business has been re-acquired by Greenhous.

- t/o approx £1.75M
- 29 employees (peak)
- Developed 3000 man day ERP system for GRS
- Managed extensive Group LAN/WAN
- Monitored and maintained over 500 client services and applications
- Developed TradeXchange Used Vehicle Stock Exchange Application
- Developed online internet auction application (GRSMart)
- Developed strong business development opportunities from standing start

1999 – 2009 Commercial Director- GRS (part of Greenhous Group) including MD - Redhous Properties and MD - GTS

I joined Greenhous in 1999 at the point that its remarketing subsidiary GRS undertook significant growth. As Commercial Director, initially I worked establishing vehicle acquisition opportunities, created a buyback process and contract, and worked to establish scalable business processes. I became responsible for vehicle logistics, IT, purchase administration and vehicle buying.

- Developed GRS bespoke IT remarketing system
- Facilitated first vehicle refurbishment contracts
- Managed and grew transport buying desk
- Identified, purchased, developed and ran Cold Meece a 35 acre vehicle logistics centre (a £3M+ project). This site is today considered an industry benchmark. (*Case studies available upon request*)
- Recruited and developed a team of vehicle buyers

In 2005 following a Greenhous Group MBO I was asked to develop new trading subsidiaries. My notable achievements and activities during this period included:

2006 General Motors Remarketing Tender

Late 2006 Greenhous where invited to tender under General Motors 'BPO' constraints for the contract to remarket all GMs risk used vehicles in the UK. This contract had been operated by GE in the UK for 18 years. I was asked to write the tender. Greenhous where successful and in January 2007 signed contracts for commencement in 2 June 2007.

2005 – 2009 Managing Director - GTS

Greenhous' captive IT business. This operation grew out of GRS IT department, and upon creation in 2005 employed 10 technical staff and grew to 29 upon the MBO in 2009.

- Successfully developed Greenhous LAN/WAN across 12 Midlands locations
- Implemented Group Exchange project
- Created GMUVS systems and infrastructure in time for July 2007 go live. Project was awarded 'Best GM Worldwide IT implementation' in 2007 (*Case studies available upon request*)
- Developed full Logistics operating system – yard management, vehicle inspection technology, workshop management, valet management, third party portal etc.
- Developed GM Intranet Used Vehicle Stock Locator
- T/o Grew from £750K to approaching £2M and achieved 25% EBIT (circa £500K) in 2 out of 4 years

1998 – 1999 Fleet Director Hertz UK

I was appointed to Neil Cunningham's UK board upon his promotion to UK General Manager. I was responsible for all UK fleet acquisition and disposal, fleet maintenance and repair, and fleet distribution. Hertz operated a peak UK Fleet of circa 12000.

- Moved major Fleet Sales location from Brentford to Didcot
- Outsourced Fleet Engineers section
- Re-negotiated Fiat Buyback saving the business £1M plus p.a.
- Took Hertz UK from last to first place in Hertz Europe 'Fleet Ops League table'

1988 – 1998 Swan National/EuroDollar/National Car Rental

1995 – 1998 General Manager Fleet

Reporting to the Fleet Director I was responsible for vehicle acquisition and disposal of National Car Rental's peak fleet of circa 30,000 vehicles. I enjoyed relationships with all major UK manufacturers and many dealer groups. I was responsible for promoting the companies Glass's Guide geared buyback contract to dealer groups at a time of RV crisis.

- Instrumental to agreeing GM's first 60,000 car contract with NCR
- Courted and introduced Citroen as a partner
- Revised Prestige Fleet mix spurring this business unit into profitability
- Dramatically reduced NCR's auction disposal exposure
- Merged Fleet operations of EuroDollar and Alamo upon Republic Industries acquisition

1990 – 1995 Regional Operations Manager

After 2 years managing the South West, I took the company's largest and most profitable region, the North and ran it for three years before moving into Fleet. There I ran 45 locations from Regional Office in Manchester and had 4 reporting Divisional Managers covering branches from Peterborough to Inverness. I had several major airport locations.

- Consistently achieved top Region status
- Implemented Graduate Recruitment programme
- Achieved on-airport status in all Manchester terminals and Glasgow Airport
- Implemented BS5750 across regional branches
- Implemented standardised valeting and wash equipment contracts across UK operations
- Opened new branches in 15 plus towns and cities

1988 – 1990 Property Manager

I was recruited by Swan National Rental's Finance Director to implement the recommendations of a management consultants report regarding wholesale branch expansion. This programme was curtailed by the 1989 RV crash

- Achieve 5 new branch openings
- Implemented new corporate branch and signage layout
- Identified and recommended major transfer from occupancy under informal license to one with security of tenure

1987 – 1988 Property Manager - Lloyds Chemist plc

1982 – 1987 Chartered Surveyor – Dixon Dobson and Carver, Birmingham

1975 – 1979 Royal Navy – Leading Writer and then Midshipman under Training

Higher Education and Professional Qualifications

1979 – 1982 Liverpool Polytechnic – BSc Hons (2:1) Urban Estate Management
1983 Qualified Chartered Surveyor

Outside Interests

I am first and foremost a family man. I like all sports, particularly golf (ex-club captain), rugby (ex- Shrewsbury Junior Section Chairman), motor sports and riding.

REFERENCES AVAILABLE UPON REQUEST