

CURRICULUM VITAE

GORDON HUDSON

23 Ross Way, Livingston, West Lothian, EH54 8LA
Mobile: 07958 117 189 Email: gordon@hudson.nu

- **Experienced Commercial Manager and Business Manager – worked with £1m+ budgets in organisations based across multiple sites.**
- **Effective Strategy Manager – Developing and implementing long term development strategies for several companies; managed the integration of two companies.**
- **Marketing Manager – qualified in Marketing and Public Relations with experience of product marketing and cause related marketing.**
- **Excellent People Management Skills – recruited and managed specialist staff teams of up to seventeen people.**
- **Experienced Project Manager – with over 15 years experience.**

Recent Employment

Sept 2007 – June 2009 Marketing Director, Ultraspeed UK Ltd

Appointed as Marketing Director of the company following the sale of Hostroute.com Ltd to Ultraspeed UK Ltd. Ultraspeed is an internet service provider specialising in managed hosting services. This was a three year fixed term contract, but after changes to the way the company was run decided to leave early and look for other opportunities. During time with the company its turnover increased to £1.4m and it won two awards for innovation through reducing energy consumption in data centres.

Sept 2000 – Sept 2007 Managing Director of Hostroute.com Ltd

This business was founded in August 2000 to provide web hosting and domain name registration services. The business was developed into a highly profitable company from an initial investment of £200 and then sold in September 2007.

Strategic Management

Planning growth by:

- Developing products.
- Projecting potential sales and.
- Setting timetables for asset finance, staff recruitment and technical infrastructure.

Result: Controlled growth of company's financial needs, good relations with banks and other funders and the ability for the business to grow steadily.

Business and Commercial Management

Founded Hostroute.com Ltd to provide quality internet services at an affordable price. Outsourced as much of the businesses as possible including subcontracting of book keeping and systems administration. Ensuring that all company activities are undertaken

within the law; monitoring budgetary control; leading meetings and providing reports to the company board.

Result: The Company flourished with a large customer basis, positive cash flow and profitability. Costs are controlled and we had a scalable business which can expand without requiring unexpected additional expenditure.

Marketing

Marketed the business using search engine and pay per click advertising. This was done cost effectively by concentrating on niche markets rather than broad search terms. Launched separate UK, US and Canadian services in order to operate in those markets. Billing is in local currencies with servers in those countries; launched a budget brand to pick up customers from the bottom end of the market. Monitored market requirements and developed new products to match these; acquired new business using a customer referral programme.

Result: Created a stable, profitable, business. Recruited over 50,000 customers.

People Management

Recruiting and managing staff in technical, sales and management roles; monitoring them against KPI's and running regular team meetings. Introducing employment packages with wider benefits than just salary. This included private health insurance, gym membership and other benefits.

Result: Increased expansion of the business; greater ability to handle more work and good staff retention.

Public Relations and Media Work

Wrote articles appeared on television and contributed to various online & print publications and delivered regular press release to the trade press.

Result: Increased visibility and reputation for the business.

Project Management

Implemented changes to customer ordering system, web sites, back end billing and processing systems.

Result: More efficient systems, increased sales.

Employment prior to 2000

Before working in the internet sector I worked in senior management in the voluntary sector with responsibilities for marketing, fundraising and business development.

FULL EMPLOYMENT HISTORY

2007 to 2009 Ultraspeed UK Ltd – Marketing Director

2000 to 2007 Hostroute.com Ltd – Managing Director

1999 to 2001 Vetaid (The Moredun Foundation) – Fundraising Manager

1996 to 1998 Waverley Care Trust – Fundraising Manager

1995 to 1996 BTCV (Formerly Scottish Conservation Projects Trust)

- Fundraising & Marketing Manager

1993 to 1995 Fairbridge in Scotland - Regional Development Manager

1988 to 1989 Royal National Institute for the Blind - Appeals Organiser

TERTIARY EDUCATION

1990 to 1993 University of Edinburgh
Degree: Licentiate in Theology (LTh)

1986 to 1988 Falkirk College of Technology
HND in Communication Studies (Marketing, Public Relations and Advertising)

SECONDARY EDUCATION

1979 to 1984 High School of Stirling
7 SCE 'O' Grades, 3 SCE Highers (including English)

COMPUTER SKILLS

I am a regular user of Microsoft office professional including Microsoft Access. My typing speed was recently tested at 55 words per minute. I have programmed using Perl, JavaScript, PHP and several other languages.

PERSONAL DETAILS

Marital Status: Married, three children