

**Deb Sen M Eng, MBA**  
**Business Development Consultant**

Deb has set up and grown eight businesses. Largest had £1.5m sales and employed 25 staff. He sold one company to BUPA. He has run marketing agencies, call-centres, business support and growth companies and export sales companies. His first degree was Mechanical Engineering from Imperial College, London, and an MBA from London Business School, where he was sponsored by BT plc. He worked from BT for 7 years in Corporate Competition, Product Management (Datacomms), International Business Development. Deb speaks Bengali fluently, and can read and write it as well.

Clients include: Air Mauritius, Association of Consulting Engineers, BAA plc, BT plc, BounceBack (national charity), Business Links, Cable & Wireless, various Colleges, CVS Medway, Drain Doctor (franchisees), GE Lighting, GLE OneLondon, Grant Thornton, Kent County Council, Lambeth Council, Luton Airport, Oxford Innovation, PERA, Royal Bank of Scotland, Safeclean (franchisees), South London Business, Telstra, University of Greenwich, Young Devon (youth charity) and over 100 SMEs, many in the construction industry supply chain. Other sector expertise include: engineering, manufacturing, catering, security, printing, food and drink, marketing agencies, web companies, ICT and telecoms.

- Deb has been delivering business support training, workshops and coaching and mentoring since 2005. He has spoken at over 30 events and conferences.
- He has developed over 30 practical tools to help start-ups achieve significant sales growth, and has applied them to over 100 businesses.
- He jointly set up the Centre for Microbusiness, and developed and delivered a suite of training programmes for Entrepreneurs and Start-ups.
- Undertook fundamental research, and developed and delivered a programme to understand success factors for SME collaboration (Making Micros Matter™).
- Developed a collaboration profiling tool and tool-kit with University of Greenwich.
- Delivered business surgeries (called “iBIG”) to over 100 local SMEs including start-ups from Harrow College and Harrow Council.
- Delivered expert bid writing and other workshops to over 1,000 SMEs leading up to the London Olympics in a programme called “Bidding for Gold” led by Business Link Milton Keynes and CIOB (Chartered Institute of Building)
- Helped companies win over £1million of new business through successful tenders.
- Delivered the first research report into Home Based Businesses for SEEDA, assessing their challenges and recommending ways to improve their performance.
- Implemented over 60 telesales campaigns, generating over 1,000 appointments. Clients included Royal Bank of Scotland and 12 Safeclean franchisees.
- Delivered bespoke coaching to over 30 *GrowthAccelerator* clients, achieving on average a sales growth potential of over 30% per annum.
- Developed 12-month training programmes for clients eg: Business Accelerator™ - to **double sales**; Supply Chain Upskill Programme™ to help SMEs win larger contracts and get more repeat business from large companies.
- Have developed a significant library of training material both off-line and on-line.
- Coached chief executives in the charity sector and also helped charities to grow and diversify their income, improve operational efficiency and execute their plans
- Set up a Social Enterprise - delivered over 10,000 Guided Learning Hours in schools to Years 7-13, on starting a business, and other business topics. Deb was also a Young Enterprise mentor.
- Volunteer - spokesperson on Public Sector Procurement for the Federation of Small Businesses (FSB) at a national level. Over 20 of his recommendations were implemented by government in the Glover Report.