

# Ian Baker

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**Targeted Role: Commercial Growth and Turnaround NED**

**Branding Statement: A tenacious strategist with a focus on driving exceptional commercial performance.**

## EXPERTISE

- Leadership Development
- Strategic and system thinking
- Sales and Marketing
- Negotiation
- Executive and Board level Coaching, Mentoring and Advising
- Programme Management

## EXECUTIVE SUMMARY

Transformational Leader that has consistently challenged the norms to deliver winning commercial strategies for organisations such as Boots, Cardinal Health, Reckitt Benckiser, Simple H&B and Kinetik Medical.

Known for his tenacity and strong commercial background in both driving the top and bottom line. With an eye for the detail and fearless questioning Ian has led teams to bring about more efficient systems and processes. Ian has invested in a portfolio of entrepreneurial businesses as well as building a thriving coaching and consultancy business.

Responsible for and part of 4 mergers and acquisitions totalling over \$1.5billion.

## KEY ACHIEVEMENTS

- Ian consistently extracted double digit growth from challenging retail markets in the UK by driving out of the box thinking and strong commercial acumen to create customers and colleagues at all levels and works hard to maintain his network of trusted retail experts. high performing sales teams. Ian is capable of building strong relationships with
- Led the turnaround of a consumer medical devices business through the development of a more robust and cost effective supply chain, opening up multiple new retail channels and building a team of empowered individuals in both the UK and Hong Kong. The turnaround led to its eventual sale.
- Within a matrix management structure Ian delivered a reported £5m of capital cost efficiencies in a 2 year period at Network Rail. He challenged the accepted norms within this arm's length public sector body to apply different methods of thinking to achieve faster (critical path thinking) and more efficient project deliveries by aligning the time, cost, quality triangle.
- Through coaching and mentoring supported two Managing Directors of separate businesses with balancing pace of sales growth with the challenges of recruiting and integrating new people and finding solutions to process weaknesses. Ian is able to expertly gain the trust of leaders and board members to expertly weave in coaching and mentoring to support overall board performance of the growth of the individuals.

## EDUCATION & PROFESSIONAL DEVELOPMENT

Level 7 Executive Coaching and Mentoring, Institute of Learning and Management (ILM) | 2021-2023

Member of the Association for Coaching

