

PAUL DA SILVA

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Business Adviser | Sales Consultant | Retail & Trade Expert | Regional Management

A revenue-driven Business Consultant and Director with 30+ years of experience in sales, marketing, and business development for diverse sectors, including interior construction, design, and general home improvement. Possesses business acumen gained from historical success in assisting startups, expanding businesses, and driving profitability for independent retail outlets and national trade businesses. Leverages vast knowledge in customer experience and staff development to foster solid relationships and add massive value to companies. Offers tested skills in corporate governance and an aptitude for creative problem-solving and critical decision-making.

AREAS OF EXPERTISE

Retail & Trade Business	Business Development	Project Management
General Home Improvement	Market Research & Analysis	Employee Development
Interior Construction & Design	Brand Management & Awareness	Leadership & Team Building
Business & Property Acquisitions	Strategic Planning & Revenue Growth	B2B or B2C Sales & Marketing

PROFESSIONAL EXPERIENCE

Business Adviser & Managing Director, *Paul Da Silva Associates* July 2020-Present

- Direct projects for top names in retail, working with senior directors to improve sales and profit, recruitment and retention, staff training, business development, brand awareness, and customer journey implementation.
- Support private equity clients and international agencies such as Coleman Research, Guidepoint, and Prosapient, assisting UK and foreign investors with due diligence and business decisions.
- Utilize decades of experience in the kitchen, bathroom, bedroom, builders, merchant, and home improvement sectors to advise companies in increasing profitability, solving issues, and making sound business decisions.
- Research and analyze market and competitive conditions and establish successful sales and marketing campaigns.
- Demonstrate equal excellence and experience with retail and trade businesses, consulting with companies ranging from high-end independent retail outlets to national trade businesses.
- Write articles for a regular column for the KBB Review and the trade magazine (UK and US), offering business advice and support for KBB businesses in the UK. Served as judge for the KBB Review annual awards.

Accomplishments

- Successfully developed business for brands such as MFI, Magnet, Howdens, MKM, Travis Perkins, B&Q, Benchmarx, Bathstore, Oak Furnitureland, Buildbase, Huws Gray, Homebase, and many independent retailers and trade outlets.

Regional Manager, *Travis Perkins PLC* March 2015-July 2020

- Initially oversaw 15 branches from Crewe up to Edinburgh and grew into 34 branches covering the same region.
- Leveraged experience in the kitchen industry to help shape the business and implement projects nationally in collaboration with the Commercial, Learning & Development, and Finance departments.
- Visited regional branches and supported the operations in managing the network. Helped teams drive sales by providing revenue insights and planning and implementing sales strategies.
- Enhanced customer service experience, maximized promotional campaigns, and monitored sales results. Identified areas for improvement, created action items for each branch and inspired teams to exceed sales goals.
- Supervised properties for new branches, coordinated with stakeholders, and set up the launch of each branch.
- Recruited and retained the right staff, providing training, upskilling, and regular feedback to promote excellent performance, deliver top-notch customer experience, and rise above a competitive market.
- Communicated with internal and external stakeholders and assisted in negotiating desirable outcomes between different agencies, professionals, and other interested parties.

Accomplishments

- Played a critical role in opening 28 new branches in a short period, with the region turning over more than £35M.

- Spearheaded the expansion of Benchmarx Kitchens & Joinery, previously an area with very little coverage.
- Established quality standards and customer experience, setting the company apart in a competitive market.

Owner, *Paul Da Silva Associates*

January 2004-March 2015

- Consulted for companies, working on a plan to drive success by utilizing knowledge and skills in the business.
- Worked with a German kitchen manufacturer, RWK, to promote products in the UK, establishing close ties with independent UK kitchen retailers and manufacturers. Traveled to Germany and Austria frequently to visit with existing and potential customers and help promote the brand.

OTHER RELEVANT EXPERIENCE

Business Manager, *Howdens Joinery Co*

January 2012-April 2013

Business Manager, *Magnet Ltd*

April 2008-December 2011

Area Sales Manager, *MFI*

May 2002-January 2004

Manager, *B&Q*

February 2000-May 2002

PUBLICATION & WEBSITE

<https://wordpress.com/home/pauldasilvaassociates.wordpress.com>

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