



ANDREW FORSTER

CREATIVE | CONSULTATIVE | COMMERCIAL

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ABOUT ME



Entrepreneur, sales expert and ideas genius. A multi-skilled, highly motivated, and creative commercial professional who welcomes challenges and consistently delivers results. Proven ability to solve complex problems and drive projects forward, backed by extensive experience in media and professional services enabling collaboration across various sectors and businesses. Strong business sense and commercial aptitude to enable the achievement of high levels of revenue generation. Dedicated to the belief that people are the most valuable resource within any business, with well-developed leadership and management skills that inspire teams to exceed their goals and contribute to the organisation's strategic sales growth, increased profit and overall success.

WEB - LINKS

www.the-net-loft.co.uk

www.linkedin.com/in/andrew-forster-ba400610

www.diveprojectcornwall.co.uk

LANGUAGES

English

KEY SKILLS

- Strategic planner and thinker
- Innovator of ideas and new solutions
- Highly numerate with a good financial understanding and control
- Fun, energetic, flexible and motivated self-starter
- Inspirational leader
- Creative sales and marketing professional
- Consultative and commercial
- Good eye for detail
- Excellent written communication
- Superb sales skills and acumen at all levels
- Experience in many market sectors
- Enjoys new, different learnings
- Excels in challenging environments

WORK EXPERIENCE

CONSULTANT (REGIONAL DIRECTOR) JUN 2024 - PRESENT

KISS THE FISH - SALES DIRECTORS ON-DEMAND, SOUTH WEST ENGLAND

Building referral partnerships, driving sales revenue, overseeing marketing outreach, heading up client management, plus creating and implementing a dynamic sales strategy across the South West region.

Enhanced client conversions and profitability through creating new products and bespoke sales consultancy services across diverse market sectors.

Increased meeting levels and deal closures immediately and added to the team motivation. Providing scalable, part-time sales director solutions to clients and inspiring referrals across the UK through stronger relationships.

Leading a network of elite, on-demand sales directors, achieving high client retention through high value delivery to create collective success.

Surpassed growth objectives by reinforcing Kiss the Fish's status as a premier sales director and training service provider in region and across the UK.

FOUNDER & MANAGING DIRECTOR JAN 2021 - PRESENT

THE NET LOFT, PORTHLEVEN

The Net Loft was created from a deep commitment to assisting businesses in building, growing, and scaling effectively.

Adept at crafting innovative creative solutions to any problem, providing strategic consultative support, and driving commercial success.

Known for drawing from own experience and learning, plus through leveraging a vast network of industry connections to add value to service delivery through utilisation of partnerships and collaborations.

Passionate about delivering tailored strategies that address complex challenges, foster team engagement, maximize ROI and drive growth.

FOUNDER & PROJECT DIRECTOR JAN 2021 - DEC 2024

DIVE PROJECT CORNWALL, PORTHLEVEN

Dive Project Cornwall is a not-for-profit initiative focusing on teaching scuba diving and promoting marine conservation among young people – which acts to positively influence their mental health and well-being.

Raised over £225,000 in sponsorship in the first year to fully fund and sustain project activities through targeted campaigns (no grant funding available!)

Managed all diving and onsite education programs for over 400 students nationwide, prioritizing safety, safe and quality education. Took on role of safeguarding officer and worked with teachers to ensure safeguarding policy was adhered to at all times.

Built partnerships with schools, councils, and environmental organisations and ocean-based charities to expand the project's reach – reaching an estimated 500,000 young people – inspiring them to save the ocean.

Led a team of volunteers and instructors, fostering a safe and supportive environment for youth education and conservation awareness.

FOUNDER & CHAIRMAN DEC 2011 - DEC 2024

LEVEN MEDIA GROUP, PORTHLEVEN

REFERENCES

COLIN MILLS

CEO, LIBERTI GROUP

P: Available on request

STEVE GILROY

CEO & CHAIR, VISTAGE

P: Available on request

ANDY MARSHALL

CEO, IMMEDIATE MEDIA

P: Available on request

BEN PRATCHETT

CEO, LEVEN MEDIA GROUP

P: Available on request

TONY GREENSLADE

BANK MANAGER, BARCLAYS BANK

P: Available on request

Founded and steered Leven Media Group into becoming a multifaceted media company, integrating a wide range of platforms including print own-publications, digital reach, and dynamic social media channels.

Ensured a diversified approach to maximise audience engagement and drive sustainable revenue streams, positioning the company as a leading force in the media landscape.

Spearheaded the launch of Cornwall Living & Drift media brands, capturing an audience of 4 million and assisted in the building of a marketing agency to increase client spend.

Cultivated and established strong partnerships with key businesses including many national brands, contributing to consistent revenue growth.

Provided comprehensive leadership across Leven Media Group, chairing the board and mentoring 2 managing directors across all areas of the business.

SALES & MARKETING DIRECTOR AUG 2007 - DEC 2011

THE FD CENTRE, UK WIDE

Brought structure to the marketing department and core activities.

Worked on referral and marketing agreements with national partners such as Vistage and Smith & Williamson (now Evelyn).

Built regional partnerships spanning accountants, lawyers, and all major banks.

Supported 12 regional directors in client interactions.

Oversaw the design and implementation of a new CRM system.

Contributed to an added turnover of over £1.5 million.

FOUNDER & MANAGING DIRECTOR MAY 2002 - APR 2007

SURF MEDIA, BATH

Successfully launched Bath Life, a property-led lifestyle magazine that grew in popularity and expanded its replicable business model across six territories – Exeter, Bristol, Salisbury, Winchester and Bournemouth.

Oversaw significant growth from a team of two, driven by hard work, determination, and a clear vision building to 30 people.

Generated significant advertiser responses through effective media based marketing relationships.

After building to revenues of £1.7 million sold the business and exited.

COMMERCIAL DIRECTOR MAY 1997 - MAY 2002

ORIGIN PUBLISHING, BRISTOL

Contributed to the success of a diverse portfolio of specialist consumer magazines, ranging from The World of Cross Stitching to 220 Triathlon, as well as contract publications for significant brands – HMV, Waterstones, and DHL. This showcasing my versatility in sales, account management and overall commercial skills with varied audiences in different market sectors.

Led the sales and commercial teams across 15 magazine titles, managing and growing a department from a single salesperson (me) to a robust team of 40 motivated professionals.

Developed and implemented strategic commercial solutions that met and exceeded budgeted expectations whilst reinforcing Origin Publishing's reputation for excellence to client. This across existing and new titles; where I led the initial research and then headed up the launch into numerous varied markets.

Demonstrated effective leadership, strategic planning, and the ability to inspire and manage a diverse team during significant company expansion across numerous media launches.

ADVERTISING MANAGER MAY 1995 - MAY 1997

FUTURE PUBLISHING, BATH

ADDITIONAL VALUE

- Member of Vistage for 3 years – www.vistage.co.uk providing high-level leadership training and insight
- Belbin training and experience in psychometric analysis of people's skills www.belbin.com
- Implementation of Entrepreneurial Operating System (EOS) based on learning at Vistage and TRACTION (book by author Gino Wickman)
- Experience of database builds in 3 businesses using WorkBooks, FileMakerPro and Microsoft Dynamics
- Familiar with HubSpot and Salesforce
- Understand the importance of systems and processes and implemented solid platforms for growth in each business I have worked in
- Unorthodox thinker and approach to problems – there is no problem I can't solve!

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