

# MALCOLM STEWART

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A senior level self-motivated professional, linking strong creative ability with sound practical skills. Having a natural ability to grasp strategic agendas and tactical business requirements, combined with excellent communication skills, he has successfully delivered many new business opportunities. With an extensive background in Sales, Marketing and Business Development, is now looking for a contributory role within a high calibre team focussed in the ICT, electronics and new media fields.

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## VISIONRADIO LTD

**2001- Present**

An independent company specialising in new media solutions, with particular focus on engaging and enabling online services for interaction over traditional PCs, internet connected TVs and DAB digital radio.

### *Chief Executive*

Responsible for the overall strategic direction of the business, identifying and delivering new opportunities and marketing the company's skills and capabilities to clients in both the public and private sectors.

- Opened new business opportunity worth in excess of £200 million by demonstrating the potential of interactive internet television to central government departments.
- Established an innovative online community platform delivering to various internet platforms, and providing early market evidence of sustainable commercial revenues.
- Assisted in securing over £3 million grant funding through the ability to create interactive internet TV applications relating to energy management information.
- Led project development in various public and private sector web / multi-platform contracts providing innovative client and user access, delivering improved flexibility and generating cost savings.
- Pioneered development of animated content for delivery over DAB, demonstrating new paradigm possibilities in digital radio content and securing World's first claim as a "Radio Cartoonist".
- Achieved engagement levels in excess of 300% of the project target through collaborative design of innovative ICT system for East Midlands Development Agency.
- Developed a content creation system for a DTI co-sponsored project saving time and cost, resulting in collaborative output with artists who since became 2006 chart-topping music band "The Feeling".
- Delivered significant new business relationships and partnerships for clients engaging with Visionradio business development consultancy services.

## PANASONIC

**1988-2001**

Panasonic Business Systems – the arm of the UK sales and marketing company responsible for business equipment including computer printers, laptops, copiers and telecommunications.

### *Head of Multimedia Strategy*

Creating alliances with Network Operators and Service Providers to build new market opportunities through various interactive multimedia business propositions, thereby optimising product specifications and maximising sales of rapidly advancing Digital technologies.

- Led Panasonic UK's involvement in creating board level collaboration agreement for mobile product development, delivering additional short term win of becoming top 3 supplier on existing product line.
- Overcame internal company structure obstacles sufficient to establish opportunity which led to Panasonic's largest worldwide Plasma displays contract worth over £7 million.
- Forged new style business relationships with Digital Radio service operators, culminating in the successful launch of the market-leading DAB product.

### ***Head of Department, Personal Computers***

Strategic business planning, marketing, sales, factory liaison, pricing and channel strategies, and management of the UK team. Full P&L responsibility towards the achievement of the £40 million target.

- Reduced company losses on the requirement to clear obsolete product through establishing an innovative new channel partner and system.
- Devised and delivered the most successful and profitable new product launch in the history of the PC department.

### ***Marketing Manager, Information Systems***

Covering Panasonic's Printer, Monitor, and Scanner products. Duties included input to Business plans, allocation of marketing and retro budgets, and agreeing spend with factories in the UK and Japan.

- Implemented an innovative direct marketing campaign which delivered a remarkable 85% positive response, resulting in the UK becoming the leading worldwide sales channel for high speed scanners.
- Opened new sales opportunities through a direct marketing campaign establishing unprecedented market credibility for the business products section.
- Assisted in the development and introduction of new employment terms, reducing loss of valuable and knowledgeable team members.

### ***Area Sales Executive, Printer Products***

Channel management and opening new accounts. The printers' portfolio expanded to include computer monitors, scanners and notebook PC's, and the role encompassed management responsibilities.

- Secured first MoD laser printer purchasing contract, against heavy market-leading competitors, generating over £1 million additional revenue.
- Established leading market positions for Panasonic printer products through successful implementation of trade sales incentive schemes.

## **PREVIOUS EXPERIENCE:**

### **REAL TIME PRINTERS 1987-1988**

Independent computer printer specialist, supplying education, SMEs and corporates.

### **UNIVERSAL BUSINESS FORMS 1986-1987**

Bespoke business forms solutions.

## **EDUCATION AND QUALIFICATIONS:**

BSc Honours Electrical & Electronic Engineering - Reading University 1986

## **PERSONAL:**

Date of Birth: 7 February 1964

Married, 2 sons

**INTERESTS:** Live music, currently playing with 2 bands. Shooting and editing video, cartoon stills and animation. Family activities include movies, sailing, walking, games and travel.