

JAMES NICHOLAS DEACON

Career History across two companies

August 1991-April 2018 (Retired)

Manager Academy January 2016-April 2018

- Heading a team of six field-based Training Consultants, three Technical Trainers and seven administrative staff delivering core skills, specialist, technical and product training plus new model launch events as applicable
- Upgrading existing Technical Apprentice programme with the supplying partner to an industry leading centre in Doncaster
- UK coordination of a Pan European Dealer Principal development programme in conjunction with Accenture and Imperial College Business School

Customer Services Manager October 2010-December 2015

- Responsible for a team of forty Case and Line Managers plus administrative staff delivering back office resolutions for customers contacting the company
- Coordination with parent company for the provision of an outsourced Front Office team based in Paris

Manager Network Development May-October 2012 (Secondment)

- Management of field based and internal team appointing, relocating and terminating dealerships
- Development and publishing of new Dealer Agreements complying with EU Block Exemption criteria

Quality Performance Manager May 2009-October 2010

- A consultancy role to deliver bespoke development interventions to address and rectify Dealer Sales and After Sales departments with poor customer satisfaction scores

Network Development Department August 1991-April 2009

- Developed initial Dealer Standards programme
- Launched first generation Dealer Agreements to new network
- Implementation of Corporate Identity programme
- Delivery of two bespoke Dealership sites in conjunction with external property development company
- Purchase and disposal of company owned Dealership sites, including search and location, legal coordination, design works and final fit out of all areas
- Total refurbishment of company house in South Kensington Advising Dealer partners to ensure new developments and refurbishments met required franchise standards

- Redevelopment and incorporation of sister company Technical Training department into existing facility.
- Development and Implementation of a Sponsored Dealer Programme

Joined Ford Motor Company as Sales and Marketing Graduate Trainee July 1980

- Various roles including:
 - Area Sales Manager
 - Contract Maintenance
 - Product Manager
 - Corporate Identity Programme
 - Dealer Contract Management
 - Wholesale and Objective calculations

Education

University College of North Wales (Bangor University) 1977-1980

Joint Degree Chemistry & Economics

Forest School, Snaresbrook, London E17 3PY

3 A levels

10 O levels

Hobbies and Interests

- Currently completely rebuilding my Triumph TR6
- Company Secretary of a group owning vintage London Transport rolling stock and leasing Epping Signal cabin

I have recently retired, having spent thirty-eight years working in the automotive industry in various management roles with two companies. I joined Ford Motor Company as a graduate trainee in 1980, finally running a Dealer Network Training Academy covering all areas of the business, with a wide range skills and abilities. I am familiar with the world of education, in the corporate context using modern learning methods. In various roles, I have left a positive footprint working with colleagues at all levels and external professionals as required. I would take the same approach to add value and make a difference to Bedford School for the benefit of the school community.

I know Bedford School through our son as a pupil. He has grown in every manner over the past six years in preparation for his adult life - both in the classroom and from the extra curricula activities that Bedford offers its pupils. I would like to contribute to the progression of Bedford School in supporting its pupils for generations to come with the foundations for a happy and successful future.

With a proactive “can do” attitude, I can deliver strategies into actions, ensure strong governance and best practice and compliance with legislation. I am comfortable communicating key messages to those impacted at all levels and ensuring consensus is gained prior to implementing proposed plans.

I would like to contribute both to Bedford School’s future academic success but also to provide pupils of all abilities with an environment where they can gain confidence and thrive, in readiness to succeed in the wider and ever-changing world.

Finally, being recently retired, I am able to dedicate the necessary time and resource to the role to successfully represent the parents of Bedford School pupils.