

Neil Coxon

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Date of birth: 21/04/75

PERSONAL STATEMENT

I have 20 years' experience in a senior management role in three of the world's leading sports organisations and enjoy managing diverse projects and teams. My strength is to create and deliver strategic plans to achieve the organisation's objectives and result in a long-lasting legacy. I have excellent business development and general management skills. I consider myself a hardworking and tenacious character who strives to achieve the organisation's objectives.

KEY SKILLS

- Strategic planning
 - Creating and delivering profitable business plans
 - Achieving sales targets
 - Ensuring the correct organisational structure is in place to deliver company objectives
 - Budget management and producing executive and management level reports
 - Management of employees by SMART objectives
 - Recruitment of staff
 - Monitoring and appraising staff performance against set objectives
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EDUCATION

University of Plymouth

BA (HONS) Business Studies

This degree included a year's work placement. I was one of a select few to gain invaluable work experience at Marks and Spencer's Head Office as a trainee Merchandiser.

EMPLOYMENT

Commercial Director (Oman Sail)

SeaOman – www.seaoman.com

Summary of the company: <https://www.youtube.com/watch?v=0ZTy3JQhCVQ>

Oman, Middle East

June 2019 – March 2020

- Created a 5-year profitable business plan whose main functions are:
 - 2 x Dive Centres
 - Yacht Charter
 - Watersport provider to 5-star hotels
 - Corporate days to organisations in the middle east
- Annual revenue (CZK 23,000,000) has increased yearly in tough trading conditions.

Director of Sailing (Oman Sail)

Oman Sail – www.omansail.com

Summary of the company: https://www.youtube.com/watch?v=4BKtUycu_qk

Oman, Middle East

September 2009 – June 2019

Created and delivered a strategic plan that is achieving the goal to restore Oman's maritime eminence through competing at an international level:

- Over 20,000 children, including disabled children, have been introduced to sailing since 2010. A clear retention scheme is in place from community sailing to the National Youth Squad. Oman now dominates sailing competitions in the GCC and Arab region. Key achievements have been:
 - 3 World Records in offshore sailing
 - 5 times winners of the Extreme Sailing Series
 - 2018: Qualified and competed in the Youth Olympics
 - 2019: 2nd and 3rd in the Asian Laser 4.7 Championships
 - 2019: Gold medal in the Special Olympics
 - 2019: 1st Asian Championship in the 49er Olympic Class
- Created Oman's National Sailing Training Programme, that is accredited by World Sailing (Sailing's World Governing Body).
- Responsible for over 120 of Oman Sail's employees, which is 60% of the total company. Careful and clear management is needed as the majority are managed remotely.
- Responsible for an annual budget in excess of CZK 215,000,000.
- Created and managed 4 sailing schools located along Oman's coastline.
- Reduced dependency of Government funding has been successfully achieved by acquiring third party CAPEX funding of over CZK 40,000,000 for the most recent sailing school.
- The production of detailed reports for Oman Sail's Board of Directors.

I formed a strong management team below me. I identified and mentored an Omani successor, who is now running the Sailing Department. This allowed me to transfer to Oman Sail's Commercial watersports division, SeaOman.

General Manager

SailLaser – www.sail-laser.com

Northampton, UK

August 2005 – September 2009

SailLaser centres offer complete service for the sailor. The centres can teach any age of client to sail and also provide unique courses, such as Laser clinics with an Olympic Gold Medallist. SailLaser also provides a complete service when buying a boat, where the customers can be shown how to rig, sail and de-rig their own boat.

I drove this project forward from concept stage, which involved producing 3 year business and financial plans and deciding on the venue for the first centre and subsequent UK centres. I also appointed key staff and monitored their progress.

Key Achievements:

- I successfully set up the blueprint centre in Weymouth, which teaches over 5,000 courses per year and after 2 years was regarded as the premier sailing centre in the UK.
- Direct responsibility for UK centres in Scotland and Weymouth. In 2009, these centres' revenues were 19% over budget in tough trading conditions.
- I effectively managed budgets and Profit and Loss accounts. Costs were carefully controlled, ensuring SailLaser UK had a healthy Net Profit variance (10%).
- I assisted the centre set-up in Miami, where the model had to be carefully adapted in order to be attractive to the American public.
- From my experience at these centres, I created a Global Operations Manual, which is invaluable for the roll out of the concept.

Sailing Manager

Minorca Sailing - www.minorcasailing.co.uk

Minorca, Spain

1997 - 2005

Minorca Sailing is World's leading dinghy sailing centre. This centre has over 300 boats and set the global benchmark for customer service.

Key Achievements:

- I successfully managed 70 – plus instructors and delivered a first-class sailing experience for up to 250 sailing clients.
 - I assisted Minorca Sailing to exceed customer expectations, with 70% of bookings being repeat or recommended.
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PERSONAL INTERESTS

Dinghy sailing. I am a past member of the British Sailing Team, with the top achievement of finishing 2nd in the Laser Youth Europeans.

I cycle 200 km every week. I have completed www.hauteroute.org events numerous times, finishing in the top 15%.

I am married and have 3 children aged 4 to 10 years.

REFERENCES

References are available on request.