



## Elaine Owen

### Business Mentor of the Year 2008

Office: (+44) 151-653-3338

Worldwide Cellular: (+44) 798-0642-626

[elaine.owen@designatedassociates.com](mailto:elaine.owen@designatedassociates.com)

[www.designatedassociates.com](http://www.designatedassociates.com)

[www.elaineowen.com](http://www.elaineowen.com)

UK citizen with work authorisation for work throughout the EU  
Brief Skills Inventory & Professional Background

Elaine is a management consultant & business mentor with Designated Associates. She has over 20 years' industry experience and has extensive experience assisting many businesses (from SME to PLC) on customer relationship management, communications, marketing, general management, project management, learning, development & training issues.

Typical assignments undertaken include; mentoring and coaching businesses, defining training strategy, requirements definition and selection and implementation management, enterprise facilitation, contract management, customer relationship management, verifier & assessor roles, Exec and non exec board level director roles.

She has extensive experience in the following sectors; women's enterprise, third Sector including Social Enterprise, membership, CIC, NFP, voluntary & charities, public sector, education, ICT, manufacturing, design & marketing, retail & professional services.

### Professional Synopsis:

- 14 years in women's enterprise facilitation - a founding member of Women In Business North West
- 9 years experience at MD/CEO level
- 15+ Years at Management Level within direct training delivery & business support environments
- 20+ years in project management & direct delivery of learning, mentoring & coaching
- 20+ years of IIP quality standard implementation
- 20+ Years in training needs analysis and user requirements specification
- Expert communicator from executive to end-user level including the direct delivery of learning, presentations, proposals, business analysis, training & project evaluations etc.

- 10+ Years in Customer relationship management, implementation, customisation and process change.
- 10 + years in project management of database & bespoke IT systems design, infrastructure & implementation
- 8+ Years in project management of intranet and internet based systems
- 15+ Years technically competent across variety of IT applications

### *Area of Specialisation:*

Enterprise, Business Support, Female Entrepreneurship, Project Management, Training & Development, IT technologies, Human Resources, Leadership & Management change, Business Management, Coaching & Mentoring, Customer Relationship Management

### *General Industries Experience:*

Service orientated organisations, Professional Services, Automotive, Manufacturing, Retail, E-Business/E-Commerce/E-Trading, Communications, Advertising & Design, Marine and Health & Social Care.

### *Language Ability:*

English (first language)

### *Education/Training:*

Continuing Professional Development;

Social Accounting Introductory level to Master class 2008, Social Enterprise Procurement Workshop 2008, Financial Management Programme 2007, Results through Leadership programme 2006, Working Miracles Programme 2007, Sirolli Panel member training 2006, Various executive level training: Management, Organisational Development, Resource Management and Information Technology.

City & Guilds 924, Training & Development Lead Body Qualifications A12 & B13, (D32 & 33), Skills for Business, ECDL, Microsoft Office IT training, Customer Relationship Management to Advanced Level, GoldMine Power User

### *Professional Membership/Associations*

NW Women's Enterprise Ambassador, Prowess member, Women In Business NW - Director, Full Licentiate Institute of Assessors & Verifiers, Associate Institute of IT Training, Wirral Investment Network member, Sirolli Enterprise Panel member for Merseyside, Liverpool 08 Ambassador.

### *Roles & Positions Held*

MD Designated Associates, Director Women In Business NW, Director Egerton House (Enterprise Hub), Trustee/Co. secretary Christian Bookshop

Deputy Chair Elect North West Women's Enterprise Forum

North West Enterprise Forum

Chair Wirral ICT cluster, Board member Merseyside ICT, Chair Digital & Media Forum

Forum member Wirral Local Strategic Partnership

### *Awards & Honours*

2004 Merseyside Woman of the Year - Runner Up

2007 Britain's Best Boss - nominee

2008 Business Mentor of the Year - Prowess Awards

### *Executive Summary*

Elaine is an enthusiastic, self motivated individual, who works well with all people at all levels. She has strong customer service skills and excellent written & verbal communication skills. Elaine works extensively within the North West region as a management consultant and business mentor. Elaine gives her time willingly & passionately to assist enterprise, business growth & economic development.