

# alfran uk Limited

*developing international markets*

**Mr Andrew D Smith MBA**

**Managing Director**



**Andrew** is an experienced senior Director with over 20 years proven commercial track record encompassing the gas and water sectors, major sewerage projects, concrete structures, roadworks, building and telecommunications both in the UK and overseas. Andrew has an excellent record of creating growth within a very competitive market and has had a great deal of experience in high-level contractual negotiations.

**Mrs Joanna R Lavan, FIEEx**

**Director**



**Joanna** founded Alfran UK Ltd in 1996 which provides professional and management training courses principally for international clients. She has both written and delivered several business training programmes and brings practical information, first hand knowledge, experience, networks and contacts.

She has over 20 years experience in international trade management.

Her credentials include:

- Director of Alfran UK Ltd
- Director of ConnectChina Ltd
- Director of Asia Business HQ Ltd
- Director of Institute of Export Training Ltd
- Director of Hong Kong Branch of The Institute of Export
- Graduate of the Institute of Export
- Past Examiner for Institute of Export Diploma in International Trade Management in International Trade paper
- Former Chairman of the Development & Training Working Party Committee for the Institute of Export (responsible for the commercial training programme)
- Visiting Fellow of the Leeds University Business School
- Vice-Chairman of The 48 Group Club
- International Development Manager – The Yorkshire Society

## Ms Liz Mason, MiEx, LL.B (Hons)

### Trainer



**Liz** has worked in international trade for over 20 years, in the private, public and banking sectors working for a range of large PLC's and SMEs in the manufacturing and services sectors.

Her experience covers export sales, shipping, finance and international business management. During the last 10 years Liz moved into the public sector and has worked as an International Trade Advisor for UK Trade & Investment, and as the International Business Manager for a government agency which involved developing international support programmes for businesses.

Law graduate from the University of Leeds specialising in contract, company, international, European and commercial law and provides specialist training in contract law, the legal and business environment and international business strategy. Graduate member of the Institute of Export and winner of the Law prize

- Currently, she is writing a PhD relating to the impact of intellectual property rights on business investment decisions whilst expanding her own international business consultancy and training portfolio
- Part-time lecturer in international business management, European business and intellectual property at Huddersfield and Leeds University Business Schools.
- Qualified trainer and has been delivering a range of training courses to businesses for 10 years.

## Mr Jim Sherlock, FIEx. MCIM. Cert.Ed.

### Trainer



One of the foremost International Trade trainers and consultants in the UK with a wealth of practical experience in the design and delivery of custom built seminars and professional examination courses.

#### Key Strengths include

- underpinning knowledge of all international trade procedures
- practical experience of the trading strategies of many large and small companies
- formation of clear and logical schematics of complex trade procedures
- detailed knowledge of professional examination syllabuses
- exceptional communication and presentation skills

A Joint Export Training Standards ( JETS ) accredited trainer awarded by the British Chambers of Commerce and the Institute of Export.

## Ms Sharon Jandu

### Trainer



**Sharon Jandu**, has over 20 years experience in the field of PR, Marketing, Communications and Event Management. She is the Managing Director of Global PR & Marketing Ltd. Global PR & Marketing are a Yorkshire based company, with a satellite office in London and Hangzhou- China.

Sharon is a member of the CiPR, IDM, CiM, and she lectures at the Leeds University on the Direct Marketing Degree.

## Ms Sandra Powley

### Trainer



**Sandra Powley** works with a diverse range of clients from large blue chip organisations through to small businesses and business start-ups as an adviser, coach-mentor, consultant, facilitator and board member.

She brings specialist expertise in marketing, change management and organisational development, with over 25 years of international experience and an award-winning track-record, managing and consulting in the private, voluntary and cultural sectors, including trans-national projects. A former national director of public affairs for a large government department, she also has wide public sector consulting experience, (including the DfEE, DTI and Home Office, NHS), local authorities; business support agencies, inward investment and regeneration projects.

- Graduate with a Bachelor of Arts from the University of Auckland
- Diploma in Journalism
- Fully accredited consultant
- Diplomas in Performance Coaching and Life Coaching
- MSc Organisational Change & Consultancy (Coaching & Mentoring) from Sheffield Hallam University.
- An Advisor for the Women Into New Media training programme
- Minority Ethnic Women Business Start-Ups for Leeds City Council
- Professional Development Programme clients from the cultural
- Founder member of Digital Eve, providing a real and virtual international community to support women with technology businesses.
- In 2007, awarded the UK Forum for Human Resource Development Research Honorarium
- Has won two International Television and Video Awards for her programmes
- Member of the European Mentoring & Coaching Council; Sheffield Hallam University Coaching & Mentoring Research Group; Association for Coaching; European Coaching Institute, DigitalEve UK and Forward Ladies.

## Mr Simon Bedford, MIEX

### Trainer



Simon Bedford has enjoyed a successful career in export sales and marketing in the private sector. This has involved running a large export department and extensive travel overseas particularly in the Middle and Far East, Africa, and the USA.

Over 30 years he has developed new and existing business through direct sales or establishing local operations. He now works independently with private clients primarily on export development, market research, customer service and runs his own training courses.

Simon is on contract to UK Trade & Investment as a Regional International Trade Adviser. In this role he works with companies looking at an alternative to direct export including setting up a branch office, local distribution company licensing, Joint Venture, or wholly owned subsidiary.

Simon is one of the key presenters on the Passport to Export course in Yorkshire. He also runs Masterclasses and training courses across the UK on topics such as Managing Agents and Distributors, Financial Risk and Great Customer Service.

Simon is an Associate Lecturer in International Business and Marketing at Hallam University, Sheffield.

## Ms Deborah Snowden

### Trainer



Deborah Snowden founded The School of Philosophy 18 months ago and delivers the programme to individuals and groups in the business and private sector. The programme was developed 5 years ago, primarily for golfers called 'Teed Up Fore Life', as she saw golf as a lesson in life. The programme today has no mention of golf.

Philosophy is about 'truth and knowledge of reality, especially knowledge of the causes and nature of things and of the principles governing existence', enabling one to stay calm in adversity.

Deborah is passionate about personal development and the programme is a mixture of information from books, courses that she has attended, an NLP course, an assistant on the ISA Experience for 6 months (Institute of Self Actualization), a 3 day course with Anthony Robbins and real life experience, giving a natural and caring approach to 'Understanding Yourself'.

Her credentials include:

- Squash Coach
- Golf Coach – European Golf Teaching Federation
- Life Coach – The Coaching Academy
- The Mind Game Coach (City & Guilds Adult Teaching Certificate)
- Author of 2 books – The 7 Steps To Success and Golf Philosophy