



Personal Profile & Qualifications

Key Experience

- ① Experienced project manager, bid manager and procurement expert
- ① Contract and financial management, including project and operational budgets
- ① Extensive experience in UK Government and European Commission frameworks and contracts
- ① Extensive public sector experience, including health, local and central government
- ① Strong procurement knowledge, including the EU regulations, OJEU and wide range of UK Government and EC frameworks
- ① Experienced in operational management.

Qualifications

- ① BA (Hons) Economics, Politics and North American Studies
- ① Member of Procurement Lawyers' Association

Location: London

Professional Profile

Hazel is an experienced, senior project, bid and procurement manager with over 20 years of commercial knowledge. She is skilled in engaging with stakeholders at all levels through to board level and managing multiple, and often competing, demands within projects to a successful conclusion.

Hazel has an excellent understanding of the public sector including health, local government, central government and arm's length bodies. She has strong procurement knowledge, including the EU regulations, OJEU and a wide range of UK government and EC frameworks, as well as the contracts arising out of these processes. She is experienced throughout the full procurement lifecycle, from both a supplier and a client perspective including RFP and evaluation framework development.

She is accomplished in identifying areas for savings within existing contracts, enabling clients to realise the full value from them.

Hazel is also experienced in reviewing and redesigning processes for clients, leading to improved efficiencies.

Experience

January 2018 – Date

Projects include:

- ① Working with an NHS organisation to develop its business case proposal for a hospital upgrade programme.
- ① Managing a consortium of SMEs with complementary expertise in health systems and new models of care to establish a viable proposition for a major NHS framework.
- ① Led and managed a project to develop a new sales strategy for a Clinical Research Organisation and, once implemented, advised on proposal volume optimisation.
- ① Retained by an international consultancy to manage key framework and bid development projects in the UK and Middle East.



- ① Developed and managed eight framework bids with 100% success for a niche management consultancy within the health sector in order to gain new routes to market.
- ① Managed a successful national framework bid for a provider of supply teachers
- ① Worked with an organisation seeking to enter the public sector market, developing an offering and successfully gaining access to relevant frameworks, including G-Cloud.
- ① Advising consultancy organisations on appropriate routes to market and researching options.
- ① Advising public sector organisations on the best procurement routes for specific projects.
- ① Research projects on framework usage in specific sectors.
- ① Managing contract optimisation projects for a range of organisations.
- ① Managed international bids for work in Africa via the WHO.

September 2018 – August 2019

Optimty Advisors

Bid and Procurement Manager (EMEA)

Optimty Advisors is an international consultancy headquartered in Washington DC and with offices throughout the US, Europe and Middle East. Hazel was asked to join Optimty Advisors as Bid and Procurement Manager for the EMEA region and to be part of the Leadership Team. The role was newly created and involved setting up the bid process for the region, as well as leading all bids and managing key stakeholders and inputs. Much of the work was with the public sector, central and local governments, national health services and the European Commission.

Hazel provided project and bid management for health, research, data, technology and economics frameworks and contracts within EMEA as well as administrative management of EU public policy bids for a range of European Commission Directorates-General (DGs).

In addition, Hazel managed a project to optimise use of the company's CRM (Salesforce) in order to assist business development and budget forecasting and established a number of reports and dashboards to enable easy viewing of key performance statistics for Partners.

Hazel was also responsible for researching framework opportunities, developing guidance around procurement and carried out external commercial assignments for clients.

Projects included:

- ① During early 2019 Hazel managed a project to research post-Brexit options for contracts held with the European Commission and facilitated the assignment of existing framework agreements from a UK company to a German entity.
- ① Hazel developed and implemented a bid process across the EMEA region.
- ① She designed and carried out a bid writing training course across EMEA.
- ① Hazel developed Salesforce reports to help manage the opportunity pipeline, analyse success rates and develop bidding strategies.
- ① She developed Salesforce CRM training and delivered the course across EMEA.
- ① Hazel developed a procurement strategy for an arm's length body of the Ministry of Health, Kingdom of Saudi Arabia to enable engagement with NHS organisations. She researched contractual requirements and developed a framework agreement and call-off contract, which has now been put in place.



July 2012 – December 2017

Methods Business and Digital Technology

Senior Bid Manager

Hazel joined Methods on an initial three-month contract to provide support to the existing bid team as a Senior Bid Manager. The contract was continually extended on a three-month rolling basis and, following the demerger of the business into six companies in May 2014, Hazel took on the role of senior bid manager responsible for all proposals within Methods Advisory. In 2017 four Methods companies remerged, becoming Methods Business and Digital Technology Limited. Within the new structure, Hazel maintained responsibility for leading all management consultancy bids (within Methods' Business Technology division).

Methods' Business Technology division provides consultancy in technology transformation and business improvement to the public sector UK-wide and the majority of ITTs it receives are through pan-Government frameworks. Hazel led and managed a range of projects and framework bids within this, covering local government, central government departments, bluelight, health and arm's length bodies, with values from £20k through to millions, maintaining a high success rate in competitive bids.

She managed the opportunity pipeline for management consultancy work, assessing new opportunities and tracking those that are expected, as well as maintaining an overview of all submitted proposals, following these up as required.

Hazel developed a bid process for the practice, helping the organisation to move from a relatively unstructured approach to one that is efficient and effective, drawing on best practice project management practices. This includes informed qualification with a senior team, kick off meetings for bids, milestones within each proposal development, the coordination of a range of internal and external stakeholders and comprehensive reviews. She has also worked closely with senior colleagues to redesign the proposal structure and to develop cost models and reports and assisted the Managing Director in developing an overall strategy for bids.

In addition to in-housework she has written bids for an NHS Commissioning Support Unit which contracted Methods for proposal support services.

Hazel was a member of internal expert groups on enterprise architecture and commercial propositions. Within the latter group she developed a model to assess the commercial viability of in-house public services.

The role included: writing new content and approaches, co-ordinating consultants, subject matter experts and partners to provide content, stakeholder management, collating, editing and formatting the proposals, costing the work in conjunction with the business owner, and ensuring all bids are reviewed at director level before submission.

September 2011 – July 2012

Freelance Project and Bid Manager

Projects included:

- ① Advised a business on forthcoming sale, working with directors to compile due diligence and to put a negotiation strategy in place.
- ① Reviewed contracts used by a recruitment company. Advising on limitations, particularly with regards to new legislation, and rolled out revised, compliant contracts.
- ① Developed a managed solution for a recruitment company to use for bids in the sector.
- ① Analysed back-office processes for a growing organisation, mapping and re-engineering to improve efficiencies.

January 2007 – September 2011

Fforde Management Limited

Managing Director

Fforde Management was a specialist pharmaceutical recruitment organisation with its head office on the South Coast. Hazel initially joined as a non-executive director in 2004 and was asked to take on the



role of Operations Director in 2007, in order to assist with a major expansion into Europe and the USA and to enable the company to move from a “lifestyle” business to a more professional, competitive organisation.

In 2008 Hazel was appointed Managing Director and assumed full responsibility for the company during an extended period of absence for the CEO. Key achievements and responsibilities include:

- ① Researched and established business units in London (UK) and New York (USA). In the USA this involved company formation, sourcing appropriate legal and financial assistance.
- ① Wrote Standard Operating Procedures (SOPs) to cover the entire business across the sales and operations functions. Rolled SOPs out to the organisation and monitored activity against them.
- ① Acted as Bid Director for all proposals, designing templates as well as individual documents, company presentations and speeches for conferences. Trained US and UK staff in the basics of proposal writing.
- ① Led development of company strategy, including the identification of new markets and service offerings for European and US marketplaces. Analysed viability of prospects and progressed those which had potential.
- ① Carried out a full IT review and oversaw the implementation of a new database across all business units, including a full data cleansing exercise prior to the change.
- ① Worked with the Chairman in carrying out a process mapping exercise, identifying efficiency savings, and implementing changes.
- ① Maintained financial control, keeping operational costs at an optimum level and setting annual and quarterly budgets with the company accountants.
- ① Managed the business to point of sale, negotiating with potential vendors and collating all due diligence.

1997 – December 2006

Freelance/Interim Bid Manager and Consultant

Bid Management: Hazel worked on a freelance basis for a wide range of clients, from small start-up companies through to large multi-national organisations. In addition to this she provided interim bid management services on a contract basis. Sectors covered included: oil and gas, finance, public sector (housing, social care), recruitment and event management. Work included:

- ① Full bid management and proposal writing service
- ① Design and implementation of client-specific bid process
- ① Liaising with contributors, company boards and end client where necessary.
- ① Document review.
- ① RFP design, management and review of proposals for end clients.

Vendor Selection: Hazel worked with organisations to develop and implement vendor selection processes. This included:

- ① Design of RFI and RFP
- ① Development of the evaluation methodology
- ① Analysis of RFI/RFP responses
- ① Sit on presentation panel
- ① Final selection of vendors

Consultancy: Hazel worked on a freelance and contract basis providing HR, recruitment and project management consultancy. Major projects and area of expertise included:



- ① HR Consultant to AXA Shared Services Limited (ASSL), Bristol in 2000. ASSL was a new division of the AXA Group, which was to be responsible for the consolidation of the AXA Group's UK IT function.
 - Responsible for the selection process within the 'Technical Services Division' in Bristol and Lytham.
 - Solely responsible for writing, and then managing, the redeployment process.
 - Presentations to the ASSL Executive, comprised of directors and heads of each department.
- ① Project management consultant to an international betting exchange.
 - The project involved the development of a statistical and analytical team to review betting patterns and build models to assist in the prediction of football matches across all continents.
 - Responsible for recruitment, development of project guidelines, ongoing review and analysis.
- ① Consultancy to recruitment organisations in a range of fields including: business development; communications; policy development; bid management, HR and regulation.

Additional freelance work: Hazel undertook a range of freelance assignments including:

- ① Copywriting (web, advertising, trade publications, press releases, marketing copy).
- ① Editing (edit, proof, redesign).
- ① Presentation design and training in presentation delivery.
- ① Brochure design
- ① Development of standard documents
- ① Editorial: Ad-hoc articles and regular columns in a variety of print and online media

1992 - 1997

Manpower IT Services, London

Account Manager

Account Manager with responsibility for over one hundred contractors and six internal staff. Undertook business development as well as existing client management, bid management and proposal writing.

1987 - 1988

Kadoma High School, Zimbabwe

Teacher of English, Commerce and Economics to 'A' Level. Coached swimming and basketball.