

Curriculum Vitae

Gerald Bratley MIEEx

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Date of birth: July 6th 1949



Summary

Throughout my career I have specialised in Exporting and Information Technology. I have many years' experience of transferring technology under licence and lived and worked in Malaysia and South Korea while policing and auditing licensed manufacturing.

I was working as an export consultant with the South Yorkshire Chambers of Commerce in 1989 through to 1992, when much of the change from the United Kingdom as a separate entity was giving way to the "single market". I am therefore advantaged by having personal experience of the UK operating as a separate entity.

Also having worked for large public companies, Chambers of Commerce, The Government and small to medium enterprises I have a broad experience of all types of business and the interface with the support agencies and HMG.

One of my strengths is that several of the businesses I have assisted have been "green field" starts where I have had to organise the recruitment and training of the production, technical, sales and administrative staff. This applies not only to the SME's I have assisted in the UK but was a leading reason why I had to relocate to Kuala Lumpur and Seoul.

Experience

I now regard myself as Semi Retired. My early retirement in December 2008, was brought on when my wife was diagnosed with terminal secondary breast cancer. Since my wife's passing in 2012 I have kept my hand in by providing a number of small businesses with advice and IT and have served as a trustee and active committee member for two charities:

Volunteer Experience & Causes

Trustee and Treasurer

Wakefield & District U3A
March 2014 – November 2015

Chairman

The Online Charitable Trust
February 2015 – October 2016

Export Development Service

2008 – Todate

Free of charge export consultancy, providing both direct and through business support organisations training and international trading advice, tailored packages for both large and small (SME's) businesses.

Prior to my retirement in 2008 I was involved in establishing a number of new businesses and Skills-based volunteering (pro bono consulting) as follows:-

December 2008 – Present

Chief Executive

HQB Boats

June 2002 – December 2008 Wakefield, United Kingdom
Canal boat design and build service

Chief Executive

Webpublisher Limited

September 2001 – April 2008 Leeds, United Kingdom
Web design and IT services consultancy

Chief Executive

Tabard International Limited

August 1998 – September 2001 Eggborough and Bridgend
Importers of Motor parts from the far east. First company to supply sonar reversing systems to the British automotive market

Chief Executive

Korea Connections Limited

October 1994 – August 1998 Fairburn, Knottingley, United Kingdom and Seoul, South Korea

Help and assistance to British Companies wishing to trade or set up licensed manufacturing units in South Korea and South Korean businesses wishing to enter the UK / EU markets

Export Promoter

Department of Trade and Industry, Kingsgate House, Victoria Street, London
October 1992 – October 1994 London, United Kingdom and Seoul, South Korea

The main function was to assist British Businesses to trade in South and North Korea. This job involved working with the DTI country desk staff in Kingsgate House and delivering information on the business opportunities available for British businesses in Korea. This meant working with the Chambers of Commerce, trade associations, regional government offices and the commercial staff in the British Embassy in Seoul.

The opportunities were broadcast and distributed to British industry through a series of seminars and one-to-one visits with interested large and small to medium British enterprises.

Export Development Consultant

South Yorkshire Chambers of Commerce

July 1988 – October 1992 Barnsley, South Yorkshire, United Kingdom

Working for Sheffield, Rotherham, Doncaster and Barnsley Chambers of Commerce, to provide their respective members with hands on Export advice and assistance. The role involved assisting South Yorkshire businesses to develop their export potential by training up the staff and setting the systems in place to cope with opportunities and challenges arising, during the period when much of the traditional local industries, particularly mining and steel were in sharp decline.

I was also trained and licensed to issue certificates of origin for and on behalf of Barnsley Chamber of Commerce and Industry at the time when the United Kingdom was no longer to be shown as the country of origin but was replaced by the “EU-United Kingdom” designation.

Sales Associate

Allied Dunbar Assurance Co

September 1987 – July 1988

On returning from Korea I took up selling Life Assurance and Pensions at which I was very successful and qualified the company convention to Vancouver. However, the offer from Barnsley Chamber of Commerce and Industry was too tempting to turn down.

Export Development Manager

Hepworth Ceramic Holdings plc

April 1981 – September 1987 Edlington, Doncaster

The role involved the general management of the Department which was initially based at Bartol Plastics site in Doncaster, while at the same time developing new markets and I added much of Western Europe, Iraq and Jordan, the Caribbean and the Far East and Australasia to the markets in which we had stockists or distributors.

In three of the markets particularly Malaysia, South Korea and New Zealand it eventually became clear because of import tariffs et cetera that local manufacture would be required if we were to retain our market share and I was charged with the responsibility of looking at and developing and negotiating licensed manufacturing franchisees in those particular markets in the Asia-Pacific region. We started in Malaysia where I lived from 1984 until 1985 and then when the South Korean market was ready to go I transferred to Seoul where I lived until 1987. During my stay in Kuala Lumpur and Seoul I also set up another manufacturing unit in New Zealand.

I continued to manage on behalf of the Hepworth group all the markets in the Asia-Pacific, and often visited China, Hong Kong, Taiwan, Japan, Indonesia, Thailand, New Zealand and Australia.

Regional Sales Executive

Marley Extrusions Limited

April 1979 – July 1981 Harrogate, United Kingdom

Design and Sales of Plastic Plumbing and Drainage

Chief Executive

BNA Gowanbury Limited

July 1973 – April 1979 Wakefield, United Kingdom

Trading company specialising in Building Material Packages for contracts in the Middle East. This was a business I established from scratch, and over the five years or so we were in business we specialised in supplying contractors in the Middle East with all the mechanical and electrical supplies that they needed, for large capital projects such as Salmaniya Medical Centre, in Bahrain, Doha Gen Hospital, Salala hospital in Muscat through to supplying all the control valves on the then famous Kuwait Towers project.

Export Sales Administrator

Yorkshire Imperial Metals Limited

July 1964 – July 1973 Leeds, United Kingdom

Pricing of orders and quotations for copper and copper alloy tubes, plates and fittings

Professional qualifications

Member of the Institute of Export (MIEx)

Member since February 1973

Education

Whitwood Technical College

1964 – 1966

GCE A level Commerce, Economic History

Castleford Boys

1960 – 1964

Skills

International Trade

Import/Export Operations

License Management

License Negotiations

Contract Negotiations

Letters of Credit

International rules of Origin

Incoterms

IT Operations

IT Solutions

Export Control

Government Procurement

Boat Building

Other Interests/hobbies

IT,
Gardening,
Travel