

IAN HITT – PROFILE ON A PAGE

My Contact Details

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My Experience & Approach

I'm practical, hands-on, dynamic, transparent, energetic, and positive; an open and approachable person with 37 years commercial experience and 55 years life experience.

I'm a big believer in keeping things simple and the power of direct conversation, working collaboratively with those I engage with, building long-term win-win relationships.

I've worked client-side and services-side for organisations operating in EMEA and North American markets across several verticals – Technology, Manufacturing, Healthcare & Life Sciences, Financial Services, Automotive, Retail, Agency and Media, Communications, CPG, Travel & Leisure, Gaming, Legal and Public Sector. Organisations I've worked for include:



I have a proven track record in developing new business revenue & profitable growth in a variety of roles within Technology, Marketing Services, Integrated Agencies, and Consultancies. I've gained extensive sales, marketing & client relationship experience, coupled with international P&L responsibility, general management & business operations.

I'm certified in Sales Process (Sandler, Value Selling, and SPIN), Negotiation (Scotwork) and Coaching (CTi Co-Active). I'm also a Chartered Marketer with a Diploma from the CIM.

My Areas of Expertise

New Business – strategy, planning, & execution; implementing sales process & methodology; proposal & presentation writing; creating winning tenders; win-win negotiations; a real focus on 'joined-up' sales & marketing to ensure alignment in thinking & action across the business

Relationship Management – whether its key account management or partner development, I'm skilled in forging and maintaining successful, long-term, mutually profitable relationships

Challenger Thinking – facilitating workshops and workstream activities that enable teams to take a fresh look at their future ambitions, current situation, and solutions to bridge the gap

Customer Experience & Service – understanding the customer journey, the points of delight & potential failure, helping teams walk in their customers' shoes, generating new approaches

Coaching & Training - creating tailored programmes with a focus on consultative selling, relationship management, negotiation skills, communications, and personal development.

My Passions & Interests

I keep myself fit and active with a mix of core, walking, Tai chi, Qigong & meditation. I enjoy reading, love music with a passion including playing my drum kit and learning new things.