



Jolyon Nash

Global Sales & Marketing Consultant

CONTACT DETAILS

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SKILLS

- Business growth
- Marketing strategy
- Communications
- Luxury market
- Brand building

EDUCATION

- BA (Hons) Business Studies, Greenwich University (formerly Thames Polytechnic), London
- Harvard Business School – Breakthrough Customer Service
- University of Michigan Business School: Executive Programme

CAREER OVERVIEW

- Initially Brand Group Manager for South African Breweries, before becoming Strategic Planning Director and Partner for Babington’s Advertising Ltd
- Began career in automotive as Director and Shareholder: Mitsubishi and Peugeot Dealerships, before becoming General Manager at BMW South Africa
- Became Sales & Marketing Director Volkswagen of South Africa, then joined McCarthy Ltd, progressing to Executive Director
- Joined Rolls-Royce Motor Cars Limited as Director, Global Sales and Marketing
- Became Executive Director, Global Sales and Marketing for McLaren Automotive Ltd

“WHEN I LOOK BACK, I AM VERY PROUD OF WHAT WAS ACHIEVED AT ROLLS-ROYCE AND MCLAREN... AND THE BUSINESSES CONTINUE TO GO FROM STRENGTH TO STRENGTH”

Ennis & Co were thrilled to welcome Jolyon on board as an Ennis & Co Associate in April 2021.

Jolyon has built an impressive career within the automotive industry in a number of commercial roles at both national and global levels, working with leading premium and luxury brands – including BMW, Volkswagen, Rolls-Royce and McLaren.

Jolyon is well regarded as an experienced executive and highly accomplished sales and marketing professional within the industry, who brings a wealth of experience in luxury marketing, and a genuine passion for automotive, as well as valuable insight and knowledge which is greatly respected by the Ennis & Co team.

As with all of our esteemed Associates, we wanted to take some time to gauge Jolyon’s reflections on his career within the realms of sales and marketing for high-end luxury brands – and how he looks to utilise his extensive skillset for the future, from a consultancy perspective...

On automotive beginnings

“I have always loved cars” says Jolyon. “My father was a car dealer in Malawi when I was just a five-year-old kid, importing Datsun and Volvo, which I remember vividly. Fast forward 25 years, my father asked me to join as a partner of one of his businesses – a Peugeot dealership in Herefordshire. In retrospect, this was probably the best introduction I could have had to the automotive industry, although it didn’t feel like it at the time. Running a new dealership in very difficult market conditions meant that I had to learn each of the key disciplines of motor retail very quickly, and I had to learn how to run a small business. This experience proved invaluable when I moved into the manufacturer side of automotive.”

On leadership

My approach to leadership developed over time and has been strongly influenced by the leaders I have worked for. It is very straightforward and simple with a few key points:

- I always focus on getting the best possible people in my team because, mostly, the best team wins.
- Set clear goals and measure performance constantly
- Give the team freedom to operate –trust them to do the job.
- Be very clear and direct in communication so they know exactly how they are doing.
- Encourage a culture of vigorous, healthy debate, to obtain the best decisions
- Reward good performance and be tough on weak performance.

On working globally

Having lived in a number of different countries as a child, and having lived and worked in South Africa, which is a very multi-cultural country, this gave me a strong foundation to work across countries and markets all over the world. Whilst the principles of business are largely the same, the approach and style can be very different indeed. For example, in some cultures vigorous, even heated debate is expected and encouraged; constructive conflict, if you like. In other cultures, the approach is almost the opposite. So, being able to adapt one’s approach to take into account the cultural differences has been key to any success I have had. Working with Chinese or Japanese partners and customers, is very different to working with those from the US or Germany.

On common themes in his career

Well, reflecting over the past 15 years, I think there have been two common themes.

The first I would say has been business building – taking a young business in its early stages of development, and helping to grow it into a profitable well established successful business. From this perspective, the challenges at Rolls-Royce Motor Cars and McLaren, when I joined each business were very similar. Rolls Royce was in the early years of the custodianship of BMW, having separated from Bentley, effectively re-starting the business from the ground up. And with McLaren, the Automotive business was very new. The challenges were very similar – establishing a strong organisational structure, building a strong global team, developing a sustainable product plan, implementing solid processes and building a strong global retailer

network.

The second, I would say, is brand building in the luxury segment. However, the challenge with each brand was quite different. With Rolls-Royce, which is one of the oldest and most admired car brands, the challenge at the point I joined was to re-invigorate the brand, to make it more contemporary and attract a new younger customer base. At McLaren, a company with a rich history in racing, it was to establish McLaren, not just as a Formula 1 brand, but also as a luxury supercar company that could compete with two very well-established Italian brands.

When I look back at both roles, I am very proud of what was achieved at Rolls-Royce and McLaren. In the time I was there, Rolls-Royce sales more than tripled, growing from just over 1000 cars to 3700 cars, with the growth coming from new customers, and the business continues to go from strength to strength. At McLaren, sales grew from 1600 to 4600 in my time, and perhaps more satisfying is that McLaren is now recognised as a luxury supercar brand, and a genuine competitor to the Italian brands.

On the luxury market

The luxury market is a fascinating market, and crucially, one that is getting larger every year, particularly with growth from Asia. Whilst the characteristics of the customers may vary market to market, or region to region, the expectations, I think, are very similar. From my experience, the luxury customer is looking for a few things:

Firstly, and obviously, high quality product and excellent service – these are really just table stakes – any brand in this segment has to offer this. Then I think the luxury customers are looking for a relationship with the brand or business, not just a transaction. They want access to the senior leadership and to be able to influence direction. They want the ability to personalise or individualise the product they purchase, so bespoke offerings are vital. They want access to unique, almost “money can’t buy” experiences, and they like the opportunity to meet other customers and often build strong relationships which can be very important in maintain loyalty.

On the future...

Jolyon brings a wealth of knowledge to Ennis & Co, particularly across the global luxury automotive sector. His broad experience in different markets and regions has provided him with incredible cultural sensitivity and expertise in stakeholder management, which he plans to utilise as a consultant in his own right. If you would like to find out how Jolyon can bring value to your business, please contact: Jolyon.nash@btinternet.com

