



Peter Bell

Automotive & Financial Services Consultant

CONTACT DETAILS

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AREAS OF EXPERTISE

- Development & Operationalisation of Strategy
- Leadership & Organisational Engagement
- Customer Experience & Delivery (including both Sales & Service)
- Operations
- Transformation (including Project Delivery)
- Performance Improvement

EDUCATION

- BSC (Hons) in Financial Services
- Associate of the Chartered Institute of Bankers (Now London Institute of Banking & Finance)
- Institute of Directors Certificate in Company Direction

Ennis & Co are delighted to welcome Automotive & Financial Services executive Peter Bell, as an Associate.

Peter is an accomplished business leader, with extensive operational, commercial and customer delivery experience in both the Financial Services and Automotive sectors. Starting his career with Barclays in 1989, working in a range of roles and businesses, Peter then moved to the Automotive sector in 2012 with Volkswagen Financial Services. From here Peter continued within the Automotive sector, joining Jaguar Land Rover in 2016 and then Cox Automotive in 2018.

People, customer and performance experience

"I am able to offer the expertise, benefit and broader perspective of a 'generalist'; having worked in both the Financial Services and Automotive sectors, and across a wide range of disciplines and roles, I am able to offer extensive experience in commercial, customer delivery, operational and sales & marketing within both the B2C and B2B environments, as well as financial and commercial knowledge, having had scale P&L accountability, and leading multi-site businesses/operations.

I would summarise the three principal areas where I can add the most value as people, customer and performance:

People are key to the success of any business or initiative. It is critical to bring the organisational purpose, vision, strategy and objectives to life and to create a sense of common purpose and alignment across any organisation.

I have proven success in this regard, with the demonstrable ability to operate at both strategic and tactical levels, setting vision and strategy and translating these to in-year plans, objectives and key results, driving communication and engagement at all levels to ensure organisational alignment; and, just as importantly, managing performance effectively to these to achieve and exceed goals.

Customer experience and delivery, is the second key aspect, including both sales and service.

I have spent many years managing, developing and improving customer experience and delivery, including working within, and responding to the development of consumer regulatory frameworks and developing, implementing and operationalising customer experience strategy.

Additionally, this has included implementing and managing the digitisation of customer service delivery, including online and self-service channel development, and user experience and satisfaction measurement with a focus on ensuring (1) the measurable reduction of 'customer effort' and dissatisfaction and (2) the maximisation of customer value across the full range of interactions.

I also have direct sales and relationship management experience, and have worked with cross functional teams as executive sponsor, leading a range of complex bids and strategic customer relationships.

Performance is the third area: my experience here includes leading and driving both transformational change, embracing technology and organisational culture, design, delivery and performance, and continuous improvement programmes particularly in customer-facing environments to enhance both the customer and team member experiences and deliver increased operational performance and efficiency.

More broadly, my leadership knowledge and experience also extends to the management of compliance, risk and governance, and the management of both internal and external stakeholders to ensure successful outcomes."

My style & approach

"As already mentioned, I believe that it is critical to get the 'people' part right in any business to drive success – it is important to establish culture and tone from the top, clarity of purpose, leadership approach, the hiring and development of talent, true and genuine employee engagement, and a proactive approach to diversity & inclusion to unlock potential.

To this, I believe that I demonstrate a driven yet collaborative leadership approach with strong interpersonal skills, having the ability to create the right culture – one that inspires and engages;

that creates the room for constructive challenge and debate, allowing all voices to be heard and a richer outcome achieved; and that is also positively driven and performance orientated.

The personal development and working environments that I have benefited from in my career mean that I am also sometimes described as having a more 'corporate' leadership and communication style - which I have taken to mean structured, logical and professional, as well as having practical experience of managing within, and navigating, complex stakeholder and matrix management environments."

The importance of diversity & inclusion

"I am an advocate for mental health (being a qualified mental health first aider), well-being and diversity & inclusion. I understand the importance of taking different approaches to reach everyone within an organisation. I find by mixing the serious content with a light-hearted tone, you allow people to engage, be authentic and succeed. You also need to be prepared to be open, to listen, to be challenged, and to truly learn from others' experiences and perspectives.

I have a real focus on building inclusive workplaces and have developed and implemented cascade communication methods and mediums that facilitated regular and meaningful contact with all levels. I aim to always make time to be present with my team, acting as mentor and coach to many, creating a great people culture which in turn drives organisational success."

What is next for me?

"I am excited to be joining Ennis & Co as an Associate, as I enter this next phase of my career. I want to add value and contribute by leveraging the experience that I have gained to date through consulting, advisory and/or NED opportunities. On a more personal level, whilst doing so, I also want to contribute to, and support, the development of others where I can, just as I have positively benefited from the support of colleagues and leaders throughout my personal career journey."

If you feel Peter can add value to your business and you'd like to get in touch, please email:

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