Ian Bassett - Professional Experience

Director of Membership, Quality Enhancement and Standards
Quality Assurance Agency (QAA)

Overview:

QAA membership delivers services, expertise and guidance on key issues to improve quality and secure standards to the higher education sector and students. More than 250 UK higher education providers are members of the QAA.

The role involved working with, and for, QAA members to deliver an annual programme of high quality services to help assure the standards and quality that are at the heart of the reputation of UK higher education, and to enhance the academic experience of students wherever they may study in the world.

Responsible for the:

- development and delivery of the new voluntary membership scheme for higher education providers in England
- achievement of the annual membership fees from existing QAA members and development of strategies to secure new membership sales
- direct management of the membership division including engagement managers, the service delivery function and quality and standards specialists
- development and delivery of the annual programme of membership outputs providing value to members by supporting enhancement and promoting standards and quality
- leading on the development of new membership propositions for other priority sectors such as professional statutory and regulatory bodies and international higher education providers
- provision of advice to government and representing the company at high-profile business meetings, seminars, and conferences.

Head of Commercial Division
UK NARIC

Overview:

UK NARIC is the National Recognition Information Centre for the United Kingdom. It is the UK's agency for recognising international qualification and skills, and is the primary source of information, data and insight on overseas qualifications and education systems. UK NARIC operates an annual membership for organisations providing access to a range of services.

The role involved leading on the development and delivery of the annual membership service. Over 1,000 universities, colleges, businesses and governments in over 60 countries are members of UK NARIC and use its services. A key focus was to support them in recruiting the best students, skilled labour and professionals, and in assisting members' in developing their systems to safeguard informed decisions.

Responsible for the:

- achievement of the annual revenue target from existing UK NARIC members, new membership sales and other commercial clients.
- direct management of the company's sales function and division
- improvement in sales performance in targeted growth areas with newly developed services within education and commercial sectors
- development of stronger working strategic and commercial relationships with key clients and stakeholders
- analysis of market conditions and demand to protect existing revenue streams and develop new strategies.

Regional Sales Manager
Rackline

Overview:

Rackline is the UK's leading designer, manufacturer and installer of high-density storage, racking and shelving systems. The role involved helping customers across a wide range of sectors to manage their floor space to increase the effectiveness of their operations by providing intelligent, bespoke storage and racking system that met their business needs and created the perfectly organised storage environment.

Responsible for the:

- sales of bespoke storage solutions to clients and distributors in the Midlands region
- management of existing customer accounts in the region and the upselling of new products and services to these.

Business Development Manager
Horsebridge Network Systems Ltd

Overview:

Horsebridge are specialists in providing network solutions to the telecoms, utilities, transport, construction, finance and business industries. The role involved selling network design, telecoms equipment, build and support services to industry leaders in the telecoms and system integrator sector.

Responsible for the:

- account management of major fixed-line and mobile telecom operators in the UK and across Europe
- identification of new business opportunities and acquisition of new clients in the UK
- provision of turnkey solutions to European telecom operators and system integrators.