

“In pursuit of new business in new markets, it is always important to spend time researching the market so you understand what you can offer that answers a need.”



## BRIAN FITSALL

In a ten year career at DHL International, Mr. Fitsall served in three significant senior management roles during a period of unprecedented international expansion.

As Sales and Marketing Director for UK and Ireland, he spearheaded the company's British expansion, opening numerous offices throughout the region, and developing the corporate brand, raising spontaneous awareness to 90% and increasing sales enquiries by 70% in an eighteen month period. During this period, Mr. Fitsall re-engineered the sales force to focus on the development of cost-effective long term contracts.

Moving to Europe, he was appointed to the new post of General Manager, Northern Europe, managing the corporate expansion in eight countries with responsibility for the sales, finance and administration operations, bringing financial discipline to planning, budgeting and managed growth.

Returning to UK and Ireland as Managing Director, he led the company to a 94% revenue growth from \$170 million to \$330 million over three years. More importantly, his financial management of this growth ensured that profit budget was exceeded by 10%.

At Galileo Belgium, he took over a stagnant business, and in a three year period improved productivity 25% and profitability 55%, and took the business to market leadership. This was achieved through coaching the managers in financial awareness, empowering them to control their centres, whilst at the same time working with the sales force to develop individual business plans for the major clients, based upon the overall business

objectives of those clients, ensuring that Galileo became an integral part of the future of those businesses.

Subsequently, as General Manager and Director of Global Sales, based in the USA, he built and led international sales teams in three continents, winning long term multi-million dollar contracts.

He served for some years as a member of the Europe Committee of the Confederation of British Industry.

Earlier in his career, after a period as an investment analyst, he held sales and marketing management positions in three high technology companies.

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### INDUSTRY EXPERTISE

Technology, Service Provider, Distribution & Supply Chain, Travel & Tourism

### CORPORATE BACKGROUND

General Manager and Director of Global Sales, Galileo International; Managing Director, Galileo Belgium; Managing Director, UK & Ireland, DHL International; General Manager, Northern Europe, DHL International; Sales and Marketing Director, UK & Ireland, DHL International; Sales and Marketing Director, ADP International

### LANGUAGES

English

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