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CAREER AND ACHIEVEMENTS TO-DATE

A self motivated and results orientated executive with international experience. Strong strategic and business development skills with a proven track record of profit and organisation improvement through team work and a “can do” attitude.

Ridgeway Energy Consultancy Managing Director

April 2006 - To-Date

Ridgeway Energy Consultancy Ltd is a global financial services consultancy offering practical advice to energy/commodity exchanges and trading companies in areas of strategy, product development, marketing and education and training. The MD is responsible for the strategy, direction and leadership of the company.

Role and responsibilities

- Define and prioritise business needs.
- Develop and communicate long term strategy including; financial targets, marketing campaigns, market penetration etc.
- Identify new internal and external growth opportunities.
- Communication with customers, partners and stakeholders.
- Management of relationship with key customers and stakeholders.

REC assignments have included:

- Price risk management advice to the largest National Oil Company in Asia, analysing their worldwide operations together with their price exposure. This resulted in a new price risk management strategy.
- Product development and marketing services to a joint LCH.Clearent NYMEX initiative.
- Designing and developing an OTC Clearing service for coffee, cocoa, sugar and wheat for NYSELiffe.
- Conducting direct market research resulting in designing three futures contracts for the coal markets.
- Providing marketing services and market intelligence for an independent energy/commodity execution broker achieving an increase in business of 12%.
- Management consultancy and business planning on organisation, marketing and finance issues for an energy training and conference provider specialising in the Russian and FSU markets.
- Providing education and training to international organisations on energy and energy trading issues including futures and options, price risk management, refining, technical analysis and trading controls.
- Lecturing on MSc degree course in oil and gas studies.

**Refco Overseas Limited/Marex Financial
Marketing Manager, Energy**

Sept 2005 – March 2006

- Undertook a strategic review of the energy department resulting in the reorganisation of the department and the recruitment of additional traders and resources.
 - Introduced a dedicated energy marketing policy increasing clients and revenues.
- In October 2005 Refco Inc filed for Chapter 11 Bankruptcy with the European operation being sold to Marathon Asset Management.

**International Petroleum Exchange (ICE Futures Europe) Sept 1997 – Sept 2005
Managing Director**

Jan 2002 – Sept 2005

IPE Training Ltd

Created and implemented strategic plan to turn IPE Training into a financially independent subsidiary of the exchange. As a result Training became a worldwide provider of quality commodity training and consultancy services. Assignments included:

- Trading and risk management programmes for commodity trading companies;
- Identifying strategies to create long term growth/value, together with measures for assessing progress;
- Identifying areas of change in the international markets and their likely impact on business;
- Proactively engaging with senior managers/traders in order to;
 - Understand their needs and requirements
 - Comprehend the workings of the market(s)
 - Explain the exchange's products and services
- Proactively identify opportunities, new business lines and strategic alternatives;
- Serving as an internal consultant providing market and product specific intelligence across business lines; and
- Developing and presenting product and exchange marketing and educational material.

Head of Market Services

May 2000 – Jan 2002

- Managed a multi-disciplined department including training, the press office, publications and market research.
- Wrote and managed the implementation of the exchange marketing plan to increase the general awareness of the exchange and its products.
- Managed the department budget
- Oversaw the introduction of a new media policy thereby ensuring that all media contact was controlled centrally and consistent with corporate image.
- Initiated process to restructure training as a financially independent subsidiary.

Training Officer

Sept 1997 – May 2000

- Designed and implemented updated training programme in support of the IPE's products and services (Brent crude oil, Gas Oil, natural gas and electricity) and the international energy markets.
- Increased training income by 610% and delegate numbers by 275% over three years.
- Introduced a structured and focused marketing campaign using direct mail, emails, telemarketing and account management.