

## CV

David Gwynne Richards MBA, FCILT, M IoC, Practising Assoc. of The Academy of Experts

### PROFILE

A creative, influential and highly motivated consultant, lecturer, author and trainer with a proven track record of success in introducing improvements within commercial, supply chain, warehousing and distribution environments.

An ability to utilise creative thinking and analysis to understand and interpret customer requirements, develop new opportunities, drive competitive edge and meet corporate objectives.

### EXPERT WITNESS

Gwynne Richards is a Practising Associate of the Academy of Experts.

#### Recent Expert Witness work

- Engaged as an Expert Witness in a case where the client was seeking damages for loss of revenue as a result of an alleged, badly engineered floor. The case was settled out of court.
- Appointed as an Expert Witness in a disputed wrongful dismissal case. The case was settled out of court
- Appointed as an Expert Witness in a Crown Court case where a major retailer was being prosecuted for Health and Safety violations relating to poor stock management. Provided evidence in court.
- Appointed as an Expert Witness in a major fraud case in China. Case went to arbitration. Gave evidence at the tribunal in Singapore.

### CONSULTANCY, LECTURING, TRAINING CAREER

#### APPRISE CONSULTING

Director

2003 –

Apprise is a supply chain and logistics consultancy and training company. It was started by Gwynne Richards in 2003 and has three Associates.

Consultancy clients include Appleton Woods, Basttersea Cats and Dogs Home, Bray Solutions, Bridgestone, BT, E Green, Galeries Lafayette, Gefco, Kostal, M & S, Mizuno, Parks Candles, Paula's Choice, Philmac, Pirelli, Oceaneering, RHA, RICS, RSPB, Robert Dyas and Unipart.

Runs training courses in UK, China, Singapore, UAE, Malaysia, Kenya and The Philippines

#### Recent consultancy projects

- Currently working with two clients looking to change their warehouse and logistics outsourcing partner
- Recently worked with a supplier of PPE to re-design their warehouse and introduce a WMS.
- Currently working with a UK manufacturer to re-design their warehouse, introduce a Warehouse Management system and write the procedures.
- Worked with a FMCG company to outsource its transport and warehousing operation.

- Worked with a cosmetics company to outsource its e-commerce operation.
- Worked with a national and a regional charity to improve their logistics operations
- Worked with a retailer to design their back of house and loading bay operations for a flagship department store in Qatar
- Worked with a retailer to choose a 3PL to undertake warehousing and distribution in Qatar
- Undertook Market Research for a warehouse automation company
- Recently re-designed warehouse layouts for two manufacturing companies and a maintenance stores operation
- Managed a European tender for the import and export operation for a sports goods manufacturer
- Worked with a 3PL which was storing sportswear and sports goods to audit their existing warehouse operation and suggest improvements where feasible and cost effective.
- Worked with a client to increase the storage capacity of their warehouse through changing storage methods and improving throughput
- Assisted two clients who are in competition but also realise the advantages of merging their distribution operations as they do not see the method of final delivery being advantageous to either company. It is far outweighed by the overall cost savings.

#### **UNIVERSITY OF WARWICK**

#### **Visiting Lecturer**

Produced, runs and is Assistant Module Tutor for the Storage and Warehousing Techniques (SWT) Module for the full-time Masters in Supply Chain course. Produced the Transport Techniques and Management (TTM) course for the University

Produced and ran the above course at the Hong Kong Polytechnic University, Chulalongkorn, Bangkok University and the Singapore Institute of Management.

Produced and ran a Storage and Distribution module for in-house client BAe Systems.

Produces and ran both TTM and SWT modules for in-house clients from China and Malaysia. This includes running the TTM and SWT module in Wuhan, Kuala Lumpur and the UK.

Recently assisted in producing an online course in Supply Chain for inclusion on Future Learn – Supply Chain Fundamentals for a group of companies including Glaxo Smith Kline, Astra Zeneca and Syngenta.

#### **CILT**

#### **Trainer**

Runs training courses for CILT clients – Flipkart (India), BT, Bray Solutions, Coca Cola and Benteler

Ex-Chairman of the CILT Outsourcing and Procurement Forum

Produces and runs the CILT level 5 Warehouse Management course which is fully accredited by CILT

#### **ASTON UNIVERSITY**

#### **Visiting Lecturer**

Produced and ran courses in Customer Relationship Management for Royal Mail

**UNIVERSITY OF WESTMINSTER**      **Visiting Lecturer**

Visiting lecturer on Masters Supply Chain course

**UWE**      **Visiting Lecturer**

**INFORMA**      **Trainer**

**SUPPLY CHAIN ACADEMY**      **Trainer**

*Recent training projects*

- Currently writing a Certificate of Competence course for the United Kingdom Warehousing Association
- Produced and ran a Warehouse Management course for the UKWA
- Produced and ran a course on Warehouse Management for IG Design
- Produced and ran Warehouse Management training courses in Shanghai, Nairobi, Kuala Lumpur, Singapore, Dubai and Manila on behalf of MasterLand, 365i, Knowledge Communications, UNI and Trueventus. Ran courses in Logistics Outsourcing in China.
- Produced a warehouse management course on behalf of Supply Chain Academy in the UK.
- Produced three online courses for the general public on subjects including 'An introduction to freight transport and warehousing', 'Logistics Outsourcing' and 'Warehouse Management'.

**AUTHOR**

Author of *Warehouse Management – A complete guide to improving efficiency and minimizing costs in the modern warehouse*, published by Kogan Page, now in its fourth edition. Over 18,000 sales to date. Co-author of *The Logistics and Supply Chain Toolkit* – in its third edition. Co-author of *The Logistics Outsourcing Handbook*, published in December 2019. Also produced a chapter on e-commerce warehousing for Cardiff University.

**CAREER**

DHL	UK Commercial Manager	2001 - 2003
DANZAS SOLUTIONS	UK Commercial Manager	1998 - 2001
NEDLLOYD DISTRICENTERS	UK Sales Manager & IT & Customer Services Manager	1993 - 1998
DAWSON GROUP	UK & European Project Manager	1993
LANE GROUP PLC	Group Development Manager	1989 - 1993
DAWSON GROUP	Various positions inc. National Sales Manager	1981 - 1989
BRITISH ROAD SERVICES	Trainee Manager/Truck and Trailer Manager	1980 - 1981

All the above are third party logistics providers and rental companies – clients included Body Shop, Dupont, Dyson, Freemans, LG Electronics, Nokia, Scottish and Newcastle and William Levene

## **EDUCATION AND TRAINING**

- MBA in Business Administration –UWE – Part-time **1995-1998**
- BA (Hons) Business Studies – Leicester Polytechnic **1976-1980**
- Certificate of Professional Competence – Aston University **1980**
- PGA Parts (1) & (2) – University of Warwick **2010/11**
- Foundation Course – The Academy of Experts **12/2009**
- Certificate of Professional Competence **1980**

## **CONTACT DETAILS**

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## **PERSONAL DETAILS**

Male

Date of Birth: 30<sup>th</sup> April 1958 British