



“Non-Exec and Steering Group Advisory Roles”



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Content for Generic Non-Exec and Steering Group Advisory Roles

1. Examples of Relevant Experience
2. Examples of Steering Group Advisory Sector
3. Company – Experience – References

BFC Solutions Limited, Consultancy in Sustainability, Renewables, Strategic and Tactical Marketing, Market Research & Feasibility Studies, Carbon Footprint Assessment & Innovative Low Carbon Solutions, SKYPE name **Business Focus Consultancy**

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Registered Company Number 5392315



1. Examples of Relevant Experience

Examples of Relevant Experience offered by Michael Pitcher of BFC Solutions Limited for Non-Exec and Steering Group Advisory Roles

BFC Managing Director Mr. Michael Pitcher has previously attended the IOD's programme, "The Role of the Company Director and the Board"

Area's covered.

- The Legal status of a company
- The essential differences between direction, management and ownership
- Management
- Ownership
- The role of the board and identifying good practise in the organisation and running of the board
- The roles directors play and key director relationships in different types of company and context
- The board's corporate governance value
- An overview of the UK combined code
- The role of works councils and consultative committees

Above is directly related to the Strategic Planning, Directors Role in Sustainability and Marketing, <http://www.bfcsolutions.co.uk/services1.htm>

The examples below provide evidence of this capability being implemented at corporate level during the BP period of employment 1982 – 2004, and as MD of BFC 2004 - 2012. References for both periods are available on request.

BP Group, BP Gas Power & Renewables & BP Solar 03-04 (Green Team)

BP decided to develop a "green offer" for the future based on an environmentally attractive portfolio of Low Carbon Green Technologies and Energy Efficient Services using a Strategic Marketing Process. A cross functional team was appointed to manage a major European market research programme, identify customer value propositions, assess business capabilities, define customer offers, develop a business case for EXCO & board approval. M. Pitcher was a core team member. Subsequently a new Green Offer business in 2004 was developed into the present day \$8bn BP Alternative energy business in 2005. This represented a major strategy move for BP.

European Director of International Corporate Accounts 03-04

Responsible for Large Account Corporate Customers developing long term partnerships at Director and Board Level, portfolio included, Gazeley UK, Wal-Mart, SIG Geneva Utility, EnergieMidt Denmark Utility, Ford Europe, VW Europe, Woking BC, Lafarge, Nuon Utility NL, Philips NL, BAM, Peabody Trust.



European BP Solar Marketing Manager (1990's)

Responsible for developing and introducing number of integrated professional sales and marketing processes with BP Solar Europe senior mgt., such as national and single EU market strategic market planning, customer value management, benchmarking, segmentation and value proposition development for key offers., customer satisfaction surveys, customer and market research feedback programmes, performance/importance offer research, contingency planning, brand research.

These actions consistently offered process improvements, leading to improved profitability, reduced operating costs, superior market performance, and improved customer retention in increasingly competitive markets.

Post 2004 (examples with senior exec mgt/boards/owners)

BFC Client Profile, Market Leading Renewable Energy Company

[Assignment Profile, Strategic & Tactical Business Planning, Market Research and Specialist Business Briefs, Company Diagnostics and Due Diligence Briefs](#)

Client Profile, Market Leading Multinational PV Company

[Assignment Profile, Strategic & Tactical Business Planning, Market Research and Specialist Business Briefs, Company Diagnostics and Due Diligence Briefs](#)

Client Profile, Leading Manufacturer of Small Wind Turbines

[Assignment Profile, Market Research and Specialist Business Briefs, high level embedded appointment reporting to the board](#)

Client Profile, Market Leading PV Company

[Assignment Profile, Market Research and Specialist Business Briefs](#)

Client Profile, Market Leading based LZC Manufacturer

[Assignment Profile, Market Research and Specialist Business Briefs](#)

Client Profile, Global Accounting Firm, Government & Infrastructure

[Assignment Profile, Market Research and Specialist Business Briefs](#)

Client Profile, Carbon Offset Company

[Assignment Profile, Market Research and Specialist Business Briefs](#)

Client Profile, Market Leading PV Projects Company

[Assignment Profile, Market Research and Specialist Business Briefs](#)

Client Profile, Award Winning Eco-Tourism Project

[Assignment Profile, State of the Art Sustainability Strategies, LZC Feasibility Studies, Carbon Footprint Analysis](#)



Client Profile, Associate Consultancy Brief for Global Energy Company,
Assignment Profile, Market Research and Specialist Business Briefs

Client Brief, Associate Consultancy Brief Global Electronics Company
Assignment Profile, Market Research and Specialist Business Briefs

Client Brief, Established Provider of CPD Professional Services
Assignment Profile, CPD and General Staff training services

BFC has become a recognized provider CPD services (Continuous Professional Services) Architects, Building Consultants, Civil Engineers, Planning Consultants, Building Services Engineers, Colleges Higher Education, Schools, Universities, Public Bodies, Companies focused on the Sustainable, Low Carbon Sector

2. Steering Group Advisory Sector

In the Steering Group Advisory sector Mr. Pitcher has contributed by invitation as an adviser to several initiatives including the Devon Sustainable Energy Network (DSEN), South West Low Carbon Housing and Fuel Poverty Strategy and Action Plan, and the Taunton Deane Borough Council "Grow and Green" Economic Strategy Plan, and a Steering Group Member of Somerset Art and Technologies Knowledge Exchange Project (KEG) delivered from the award winning Genesis Project Hub.

<http://genesisproject.com/the-keg-project/>

Genesis Brief, Increase the deployment of sustainable technologies and practices within the construction and related industries
Reduce carbon emissions and accelerate progress towards a low carbon economy
To reduce intra-regional disparities in the understanding and deployment of sustainable technologies & processes
Contribute to Regional Economic Strategy of creating wealth through enterprise
Identify skills gaps & future skills needed in construction & related industries with respect to sustainable technologies & practices

<http://www.tauntondeane.gov.uk/irj/public/services/directory/service?rid=/wpcconte nt/Sites/TDBC/Web%20Pages/Services/Services/Economic%20Development>

Grow and Green Brief, Strategy guided by a vision of sustainable economic growth, "by 2026 Taunton will be one of Europe's most successful and sustainable towns with a dynamic knowledge economy and a high quality of life"

3. Company – Experience - References

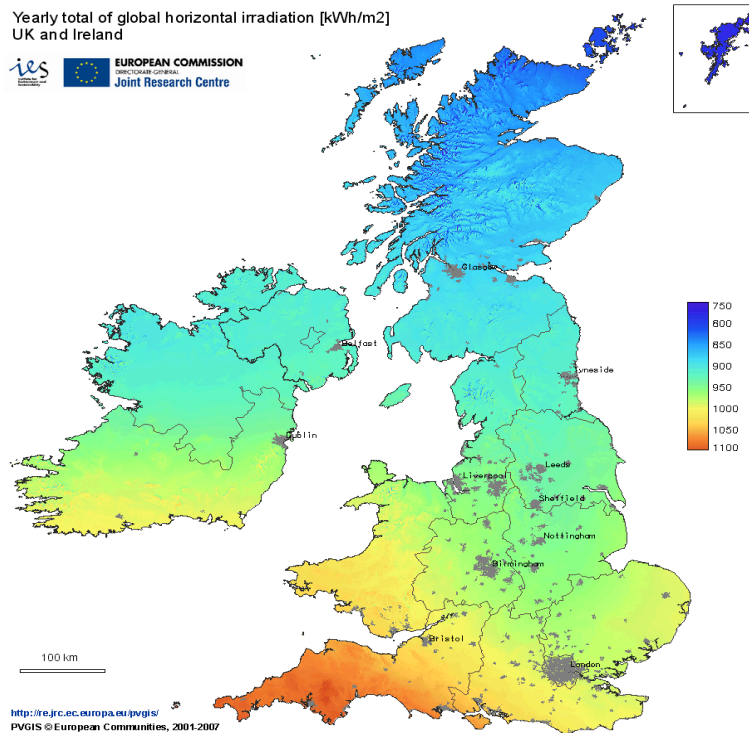
BFC Solutions Limited, Mowbarton House, Taunton, Somerset, TA2 8AS
Status, Limited Company, Registration Number 5392315, BFC was launched in 2004,
followed by incorporation in March 2005;

Managing Director, Mr. Michael Pitcher, Direct 01823 451 378, Mobile 07979 696906,

BFC is located in Taunton, Somerset with the following attributes.

Located in the centre of the South West “Solar” Low Carbon Region

- 1 hour from Bristol, Exeter and Plymouth International Airports
- 1 hour from Cornwall for site visits and negotiations
- 2 hours from London by mainline train
- 2 hours from Schiphol, Frankfurt & Madrid
- Taunton adjacent to UK motorway network
- Full high speed broadband communications
- Excellent Contacts





Mr. Michael Pitcher – Managing Director BSc Hons

29 years in the renewable and sustainable energy sector, MD of consultancy for 8 years and senior executive director and sales, marketing professional with a background in high growth, high technology markets, 21 years experience as senior BP Renewables management team member contributing to strategic development and the global commercialisation of Low and Zero Carbon technology. (LZC)

Mr. Mike Pitcher, MD of BFC has over 29 years of specialist experience and expertise as a pioneer and ambassador in the renewable and sustainable energy, this experience has been gained from many iconic UK and mainland European projects.

Mr Pitcher has been developing, marketing and assessing innovative low carbon state of the art solutions in over 100 countries worldwide, during the period with BP Group, BP Solar developed from a start up Venture Company into a \$1bn commercial enterprise now positioned within BP Alternative Energy valued around \$6-8bn.

BFC have a reputation for innovative, clear business focussed solutions. In today's fast growing LZC markets proven experience and focus are essential to analyze the rhetoric and information overload associated with climate change, renewable energy, carbon offset and sustainability issues.

BFC are in the business of delivering state of the art low and zero carbon solutions for competitive advantage with true triple bottom line sustainability, taking into account economic, environmental and social factors.

Special Skill Sets

- ✦ Strong Federal Abilities, to put wider good above sectional interests
- ✦ Recognised for clarity, and advanced communication skills
- ✦ A creative and analytical thinker committed to measured results
- ✦ Experienced project leader and member of real or virtual teams
- ✦ Proven background in delivering focussed market research projects
- ✦ A strong financial instinct, bringing discipline and flair to marketing skills
- ✦ A skilled, influential and visionary interviewer/communicator in most cultures
- ✦ Negotiator & network builder who understands value of long term relationships
- ✦ Clear thinking evaluator, with a wide knowledge of UK, EU Energy policy

As an International Associate consultancy BFC has developed a worldwide network of recognised highly professional expert associates; typically these associates have 20 to 40 year careers with proven peer group leadership qualities and blue-chip auditable track records, they are simply the best in their respective fields.

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Registered Company Number 5392315, and Date – 27^t January 2012