

# PROFESSIONAL PROFILE



**Carl Jarvis** *FinstSMM*  
Managing Director  
Internet Marketing Services Ltd

## PROFILE

Carl Jarvis is an innovative and successful Business Developer, Strategic Marketeer, Internet Specialist and Sales Manager who creates strong tangible results-orientated action plans.

Being involved in sales and marketing for over 16 years, he has international business experience and is an achiever with qualifications in Engineering, Business and Finance, with a passion to execute business solutions and create organisational growth through increased innovation, sales and customer service.

Having spent the last 5 years as a hands-on Managing Director working with SME business owners, Carl has been a highly sought after Consultant, specialising in the creation of distinctive and profitable Internet based marketing solutions, designed to expand and grow a whole range of businesses, large and small.

As a published author with 2 Internet based books and 2 self-development audio programmes, he is also now in his 8th year as a Fellow Member of the Institute of Sales and Marketing Management.

A late business graduate, who started his career as an apprenticeship served Mechanical and Production Engineer, he says "Having learnt how to make things, I then wanted to learn how to sell things".

He now considers himself both an Internet Strategist and Marketing Strategist, combining them together to help develop effective e-business and marketing mixes. He prides himself on his 'grass roots' practical approach to delivering his consultancy and material, utilising his own hands-on practical examples, that have worked in the real world.

Within the pneumatics and hydraulic industry, Carl worked as a Sales Engineer and Sales Manager for over 8 years where he fine tuned his sales and communication skills and gained international business experience having set up the UK divisional operations for a \$200 million American corporate automotive and aerospace supplier, in the late 1990's.

With his passion for life-long learning, he has read and studied some of the highest profile marketing experts in the world today, and having taken those concepts, strategies and techniques into the real world, he has seen them work wonders for himself and others.

As an Approved Consultant on the National Business Link Register, he has delivered many Government and DTI led initiatives, as well as presenting many seminars at various Business Link and regional development agency level SME networking events.

### **Carl Jarvis - Managing Director**

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