

MARCUS JEFFORD

MANAGING DIRECTOR | BUILDING PRODUCTS, DISTRIBUTION & CUSTOMER-LED GROWTH

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EXECUTIVE PROFILE

Managing Director and board-level commercial operator with 17 years at board level and a 24-year progression within Saint-Gobain/Jewson. Leads building-products and construction-supply businesses across manufacturing, distribution, merchant channels, supply chain and customer-led growth. Deep construction-method knowledge enables Marcus to translate customer and site problems into scalable products, services and materials sales. Evidence includes £45m regional P&L leadership, £430m commercial scope, 35% sustainable-product growth, a £1bn customer-project pipeline, two acquisitions, the creation of Build Aviator and a senior role in the £740m Jewson divestment. More recently brought this operating discipline into PE-backed manufacturing SMEs, delivering 18% annual revenue growth in one assignment. A visible, hands-on leader who combines constructive challenge with customer focus, commercial rigour and lasting team capability.

CURRENT & RECENT EXPERIENCE

SPARROW CONSTRUCTION | Kettering, UK

MAY 2025 - PRESENT

Commercial Director

- Built and qualified a £16m contract pipeline, converting £4.2m into awarded projects.
- Reset bid and Customer Relationship Management (CRM) governance, improving estimating discipline, commercial visibility, prioritisation and forecasting.

PE-BACKED VALUE CREATION & SME TRANSFORMATION

JAN 2024 - MAY 2025

Interim Commercial Transformation Executive & Strategic Adviser

- Brought independent executive judgement into two PE-backed manufacturing SMEs where growth plans were slowed by legacy habits, inward-looking decisions and unclear accountability; aligned investors, leaders and front-line teams behind a shared transformation agenda.
- Converted growth ambition into value-creation priorities across the customer journey, proposition, sales discipline and operating cadence, replacing a prevailing "we don't" mindset with customer-led "how should we?" decisions.
- Built management capability rather than dependency, equipping teams with the tools, data, accountabilities and review rhythms to sustain progress after the assignment; one accelerated commercial plan increased annual revenue by 18%.



SAINT-GOBAIN / JEWSON - 24-YEAR LEADERSHIP PROGRESSION

SAINT-GOBAIN / JEWSON | United Kingdom

2000 - 2024

Eight increasingly senior stages, shown most recent first, from branch and regional P&L leadership to National Sales Director, board member and Managing Director. Commercial scope included the £430m Jewson/Build Aviator sales business. GreenWorks developed sustainable-product and technical capability; Build Aviator connected construction design, compliance, quantity surveying and estimating with materials procurement through Jewson - giving Marcus deep insight into how building products are specified, selected, sold and supplied.

Leadership Progression - Most Recent First

Senior Leadership Team - UK Merchanting Divestment & Transition, Saint-Gobain / STARK

2022 - 2024

Supported the sale, separation and continuity of the UK merchanting business and remained through the agreed transition period.



Managing Director - Build Aviator, Saint-Gobain / Jewson

2018 - 2024

Unified GreenWorks and Build Aviator, integrated two acquisitions and scaled a national estimating, materials-planning and customer-conversion proposition.



Managing Director - GreenWorks / Creator, Build Aviator, Saint-Gobain

2016 - 2018

Conceived the Build Aviator venture, secured corporate backing and led development and national launch.



Managing Director - GreenWorks Sustainable Solutions, Saint-Gobain

2011 - 2016

Led sustainable-product growth, technical advisory capability and the GreenWorks Academy across Saint-Gobain brands.

National Sales Director - House Builder & Self-Build, Saint-Gobain / Jewson

2007 - 2011

Set national sector and route-to-market strategy, led major customer relationships and entered board-level leadership in 2007.

Area Director - Midlands, Jewson

2005 - 2007

Held full P&L accountability for a £45m multi-site region and led more than 120 colleagues across commercial and operational functions.

Area Sales Manager - Midlands, Jewson

2003 - 2005

Led branch-based sales teams, strengthening account planning, customer retention, new business and sales discipline.

Branch Manager - Northampton, Jewson**2000 - 2003**

Accountable for local sales, customer service, stock, safety, operations and team performance.

MANAGING DIRECTOR & BUILDING-PRODUCTS VALUE CREATION

- Led GreenWorks Sustainable Solutions from 2011, increasing renewable and sustainable product sales by 35% and scaling its technical academy to develop more than 10,000 colleagues and partners.
- Conceived Build Aviator in 2016 and led its 2017 national launch, translating construction-method, compliance and estimating challenges into a differentiated customer service and materials-sales proposition.
- Merged GreenWorks and Build Aviator in 2018 and led the acquisition and integration of Easy Price Pro and Professional Estimating Services, combining specialist teams, software, pricing data and professional estimators.
- Built a £1bn customer-project pipeline; Build Aviator customers converted 27% of estimated project value through Jewson - more than 15% higher than standard trading customers.
- Built senior networks across housebuilders, self-build customers, specifiers, suppliers and merchant channels, combining customer insight with product, supply-chain and route-to-market decisions.

BOARD CONTRIBUTION - JEWSON DIVESTMENT TO STARK

- As a member of the senior leadership team, supported the competitive sale of Saint-Gobain Building Distribution UK Ltd and all UK merchanting brands - including Jewson - to STARK Group, announced in 2022 and completed in 2023.
- Contributed business, customer and commercial knowledge to a £740m enterprise-value divestment covering more than 600 branches, approximately 8,900 employees and around £2.3bn of annual sales.
- Contracted to remain with the business through mid-2024 to support continuity and transition under a management retention and good-leaver agreement; a two-year non-compete formed part of the arrangement.

LEADERSHIP & OPERATING STRENGTHS

- Customer-led growth: converts market and construction insight into propositions, service standards and commercial priorities that increase customer value, revenue and retention.
- Manufacturing, supply chain and route to market: aligns product, purchasing, stock, operations, sales and distribution around the customer promise and profitable delivery.
- Leadership and capability building: creates clear direction and accountability, coaches leaders and teams, and builds management rhythms that remain effective without dependency on the leader.
- Commercial discipline and relationships: combines CRM, pipeline governance, pricing insight and performance data with trusted senior relationships across customers, suppliers, investors and group stakeholders.

CORE EXECUTIVE EXPERTISE

Managing Director & Full P&L Leadership | Building-Products Manufacturing & Distribution | Merchant, Trade & Project Channels | Supply Chain & Route to Market | Customer Journey & Service Proposition | Commercial Strategy | Revenue & Margin Growth | Pricing, Estimating & Materials Planning | Multi-Site Leadership | Key Accounts & Industry Networks | CRM, Pipeline & Forecasting | Talent Development | Corporate Venture Creation | M&A Integration | PE-Backed SME Transformation | Divestment & Separation

EARLIER CAREER & EDUCATION

Regional Sales Manager, Potterton Boilers - Anglian Region **1992 - 2000**

Area Sales Representative, Plumb Center - Birmingham **1990 - 1992**

Trade Counter Manager, Plumb Center - Stratford-upon-Avon **1988 - 1990**

Counter Sales, Jewson - Redditch **1986 - 1988**

Postgraduate Diploma in Management & Leadership, University of Birmingham, 2010. Provides pro-bono sales and marketing support to Northampton-based SMEs and contributes to local business mentoring.