

EXECUTIVE CASE STUDY

Building a Scalable Commercial Growth Strategy

Condensed version for CV appendices, recruiter introductions and LinkedIn Featured content

Private-equity-backed UK low-carbon infrastructure business | Commercial growth and market-entry strategy

The assignment

Develop a scalable route into national housebuilders and adjacent complex customers, converting proven technical capability and infrastructure capital into qualified demand, bankable contracts, dependable delivery and repeat adoption.

My contribution

- Translated Board and investor ambition into a reverse-planned growth engine covering pipeline, conversion, velocity, capital, technical capacity and team activity.
- Mapped the full customer decision group—from land, planning and sustainability through technical, procurement, finance, legal, delivery and the eventual homeowner.
- Designed a national-to-regional account strategy to influence central standards while securing site-level adoption and delivery proof.
- Reframed the offer from technical infrastructure into a lower-risk commercial and customer outcome, including service, conveyancing and lender confidence.
- Created evidence-led CRM governance, qualification standards, forecast challenge and cross-functional decision gates.
- Connected commercial commitments to margin, funding, engineering, delivery capacity, operational readiness and long-term service obligations.
- Built a proof-to-scale model: successful delivery → credible evidence → repeat site → regional pull-through → national-account growth.

Executive reach demonstrated

BOARD-TO-CUSTOMER	END-TO-END SYSTEM	SCALE WITH CONTROL
Connected investor ambition, commercial priorities and customer adoption.	Linked targeting, proposition, CRM, contracting, delivery and repeat growth.	Balanced demand against margin, capital, technical capacity and customer outcomes.

Value of the work

The strategy showed how to turn investment capacity and technical expertise into a controlled, customer-led commercial system—exposing constraints before they became missed targets and balancing growth with margin, delivery confidence and the end-customer experience.

Transferability

Directly relevant to Managing Director, Commercial Director and Sales Director roles in building-products manufacturing, construction supply chains, infrastructure, ConTech and other technical or specification-led businesses.

Strategic framework developed by Marcus Jefford. Organisation and project details anonymised. This describes proposed strategy and executive contribution, not unverified realised results.