



WHO WE ARE



David Downing (Managing Partner)

Dave is Managing Partner of Obsidian Consulting and has been with the company for coming up to ten years. In this role he is responsible for driving the strategy and managing the business as well as being involved in consultancy assignments. Throughout his time with Obsidian Dave has been a major fee generator for the business developing strong partnerships with a number of organisations across different market sectors. He is committed to growing the business both organically and by recruiting new consultants to the team while retaining the central strategy of developing partnership relationships with Obsidian's clients so that any intervention develops their business as well the people within it.

Dave has a strong technical background with eighteen years experience in industry, both UK and overseas, working with research organisations and industrial companies. He was Commercial Director for five years, and was then promoted to Managing Director of a UK based, international, industrial manufacturer.

Dave can be contacted on 07802 497076 or david.downing@obsidian.co.uk



Julie Kendall

Julie joined Obsidian in October 2008. She specialises in leadership, workforce and organizational development and customer focus, and is a skilled coach, mentor and facilitator. Her business experience includes senior management roles in Marketing, Strategy Development, Channel Management and HR Strategy; combined with a marketing consultancy role early in her career. Prior to joining Obsidian she ran her own consultancy offering coaching, mentoring and training support to SMEs.

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In her last corporate role at Royal Mail, she was pivotal in the development and implementation of a strategy to transform the performance of the top 200 directors, which involved a new approach to performance management, and devising new training, coaching and outplacement packages for those affected. In the same organisation she has steered large teams of middle managers through major change and leadership development programmes.

She gained a BA from Manchester University in 1980, followed by an MBA from Manchester Business School three years later. She was awarded a Distinction in her Corporate and Executive Coaching Diploma, and is qualified and accredited as a mediator with the School of Psychotherapy and Counselling at Regents College, and with the Open College Network. She is also Level A and B BPS qualified.

Julie can be contacted on 01799 516574 or julie.kendall@obsidian.co.uk



Sarah Lee

Sarah is an experienced business professional with a strong skill set acquired during 13 years in financial services and two years in management consultancy.

Prior to joining Obsidian she spent the majority of her career at General Electric Company (GE) where she operated at senior management level in client management, quality and corporate responsibility roles. She has extensive experience of strategy development, change management programmes, project leadership/ mentoring and process improvement, including six sigma. While at GE Sarah was responsible for managing a large culture change project which involved embedding new brand values and new ways of working.

Since joining Obsidian in 2006 Sarah has been successfully delivering consultancy, training and coaching assignments. She is an accredited Obsidian coach and holds a Diploma in Performance Coaching. She is committed to delivering on client needs and has worked with a wide range of clients and partners in both the private and public sector.

Sarah can be contacted on 07712 490739 or sarah.lee@obsidian.co.uk

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Paul McIntee

Paul has over thirty years experience in technical and commercial management in large multinational companies and five years experience as a business consultant to SMEs. His experience encompasses creating commercial relationships and alliances, strategic and tactical business management, programme and project management as well as creating and leading teams.

He has held senior positions in technology management and commercial management within BT as well as being the 'VP Customer Projects & Commercial' for a spin-out company. Paul's international experience includes creating strategic alliances with companies in France, Germany, India and Norway, as well as creating winning proposals and leading successful bid teams.

Paul joined Obsidian in February 2007. His specialisms include commercial and business growth, programme and project management, coaching and senior leadership development. Paul is a Chartered Engineer, Fellow of the Institute of Leadership and Management, Member of the Institute of Directors and Member of the Institute of Business Consultants.

Paul can be contacted on 01394 670360 or paul.mcintee@obsidian.co.uk



Jeremy Payne

Jeremy has a strong commercial background with over fifteen years experience in major corporations. He has held a number of senior executive positions in strategy, quality and internal management science consultancy. He held a senior group strategy and planning role in BT where he was pivotal in the introduction of the Balanced Scorecard and the European Excellence Model at corporate level. On leaving BT he worked as a Client Partner for a medium sized City of London based Management Consultancy, leading assignments for clients in the telecommunications and financial services sectors.

Jeremy joined Obsidian in 2000. He specialises in organisational and individual Performance Management and the crucial linkages between the two, and has a track record of successful interventions at Board and senior management levels.

Jeremy gained his BA from the University of Cambridge with First Class Honours in 1978 and his MA and PhD from that University in 1982. He successfully completed the International General

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Management Programme at IMD in Lausanne in 1993 and became an Accredited European Quality Award Assessor in 1995.

Jeremy can be contacted on 07808 166218 or jeremy.payne@obsidian.co.uk



Tom Serpell

Tom is an experienced B2B marketer and strategist with over 11 years in consultancy and significant business-to-business marketing experience. He worked for 2 multi-national manufacturing companies, his last corporate post being Group Systems Director for a Norway based packaging systems business supplying the food industry throughout the world. In between, he founded, ran and wound up a high-tech engineering start-up company over a 5 year period.

He has been a small business adviser and is a serial business mentor. He was for 2 years a council member and chairman of the Institute of Packaging's Education Committee. He has a number of non-executive directorships, currently being deputy Chairman of Mentfor CIC, a Social Enterprise promoting mentoring for all. He set up his own sole trader consultancy practice in 1998, opting to join forces with Obsidian in 2004.

Tom is Obsidian's competitiveness specialist, helping clients understand the external influences on their organisations; and their position in their marketplace, through original research of assets, markets, clients, competition and other stakeholders.

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