

PROMOTION LINED UP FOR KEY FIGURE BEHIND NOTTINGHAM FIRM'S SUCCESS

A Nottingham-based online retailer is looking to expand its operation after promoting one of the key figures behind the firm's success.

Robin Smith (46), who has almost 30 years' experience in the office supplies and stationery industry, has been promoted to the role of Managing Director at Boards Direct, after helping owners Paul Pinder and David Shaw set up the business in 2009.

The firm, based on Lenton Lane, specialises in supplying whiteboards and noticeboards to businesses and consumers, and produces its exclusive Casca range of high-end magnetic glass noticeboards, which are designed and manufactured in Nottingham.

Robin, of Derby, comments: "I was working for one of Europe's biggest whiteboard and noticeboard producers when Paul and David originally contacted me for advice on setting up a new business, which I was pleased to assist them with.

"I've been with the firm for 15 months, so I am very pleased to be taking up the role of Managing Director. I will now be responsible for the strategic aspects of the business, covering finance, sales and operations, which is a huge challenge, but one that I am looking forward to.

"I began working in the stationery industry almost 30 years ago when I first left sixth form, working within sales and marketing before moving onto managerial positions. It's an exciting industry to work in as it is heavily affected by the economy, so there are always challenges ahead, but success is down to moving with the times and being a specialist within our field.

"We have a five-year plan to take the business to a £10 million turnover and in order to do this we are looking to expand into Europe and beyond. We're a small business of just nine staff, but we're built on solid foundations thanks to our niche of being a one-stop shop for display presentation and our vibrant workforce."

Owner, Paul Pinder, comments: "It was Robin who planted the seed for Boards Direct, so he has been instrumental in helping us to set up the business. From the outset we wanted to build the business so it has a level of independence in order to allow David and myself to concentrate on areas of growth, such as our international operation, which we are looking to take into Germany and other European countries, rather than overseeing the day-to-day running of the business.

"Robin is an expert within our niche and really is the ideal person to take on this role, as his background and expansive industry knowledge is unrivalled, so we are delighted to welcome him into this position."

Boards Direct counts big names such as Fortnum and Mason, Lloyds and Barclays Bank among its clientele and is celebrating its fifth anniversary this year.

For more information on Boards Direct please visit www.boardsdirect.co.uk.

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