



### **Tom Serpell**

Experienced B2B marketer and strategist with over 11 years in consultancy. A classics graduate of the '60s, Tom has 39 years business-to-business marketing experience. He worked for 2 multi-national manufacturing companies for long spells, his last corporate post being Group Systems Director for a Norway-HQed packaging systems business supplying the food industry throughout the world. In between, he entrepreneured, 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. He runs the Obsidian/BAS Business Leaders Forum.