



## **Geoff Gudgion (MA)**

Geoff brings to the team extensive experience at Managing Director, COO, or CEO level within the private sector allied to current and active involvement as a Non-Executive Director of an NHS Acute Hospital Foundation Trust.

Geoff's private sector commercial perspective is an invaluable asset to NHS Boardrooms. Having led several organisations through periods of significant change, frequently involving severe financial pressures, his focus is on helping Boards achieve optimum results without compromising patient care and quality. His ability to build consensus and trust across teams has enabled him to coach several CEOs and executive teams through financial or organisational crisis. His track record now includes leadership or mentoring of five mergers or acquisitions, two turnarounds and one major divestiture.

### **Experience**

Before reaching general and executive management, Geoff followed a Marketing and Business Strategy career within the technology sector. Since the late 1990's he has specialised in strategy and organisational development for businesses undergoing major change. He acquired a taste for change leadership as UK COO for Lucent Technologies, when he divested a portfolio of businesses to form the telecommunications equipment company Avaya. He has subsequently been Chief Executive of a software company and European Managing Director of a US telecoms company from their European market entry through to their flotation, as well as holding Non-Executive or advisory roles during mergers and turnarounds.

Geoff believes that organisations which emerge successfully from a crisis are rarely just a more efficient version of the same organisation. Boards need to develop or acquire the skills that look outside the organisation and build value-chain partnerships

He became a Non-Executive Director of an NHS Foundation Trust in August 2008, at the beginning of a period of organisational turmoil precipitated by the need for radical business transformation. He is now Senior Independent Director, Chairman of the Healthcare Governance Committee, and member of both the Finance Committee and the Turnaround Steering Board.

### **Professional Expertise**

- Board Development
- Mergers
- Value-Chain Partnerships
- Business Strategy

### **Education, Qualifications, Professional Positions**

- MA (Cantab)
- Non-Executive Director, NHS FT
- Associate Director, Coalescence