

Gerard Ryan

BEng(Hons), DipM, AMIMechE, MCIM

Director and founder | Experienced Sales & Marketing Strategist and Sales Delivery Specialist

Wearing The Hat was established by Gerard Ryan in 2007 to provide pragmatic sales and marketing services to small and growing businesses.

With 20 years experience in senior international sales and marketing roles, Gerard has built and managed inside sales, outside sales and factory showroom sales teams, as well as managing distributor sales and wider marketing activities. He has restructured sales teams to create new behaviour and working practices, increase turnover and margin, and provide better control and reporting. Gerard has also introduced European distributor agreements, negotiating discount structures based on the level of value-add provided by each distributor, as well as their sales volumes.

Gerard helps clients devise and develop their approach to their market, plan the detailed sales and marketing start-up, then scale up their operations. With an engineering background and a career spent selling technical products, Gerard has the experience to help clients launch new products, improve their existing selling effectiveness and help to expand their customer and distributor base.

Gerard's services are augmented where appropriate by trusted associates with particular specialisms in the fields of PR, graphic and web design, e-commerce, and telemarketing.

In his spare time, Gerard plays 5-a-side football, has fun on a Wii, and is treasurer of Coventry and Warwickshire Deaf Children's Society.