

Peter Massey



PROFILE

Introduction

Peter Massey is a serial entrepreneur who has built and run a series of businesses over the last 20 years, originally in technology and then in customer experience. His passion is "How do we stop doing dumb things to our customers and our people?".

He has a great deal of experience of operating at board level in large businesses. He has taken part in a number of large transformation and rapid business start up projects. He has a large network of senior and operational contacts in the UK and abroad. He facilitates the Chief Customer Officer Forum of leading customer experience practitioners in the UK and attends fora in the US, Australia and India.

He writes, chairs and speaks on customer issues at a wide range of public conferences in the UK and internationally (references at www.budd.uk.com/conferences.html). He delivers masterclasses on patient experience for the NHS. Peter was a founder of the European Contact Centre Awards, a judge of the Online Finance Awards and he still judges the Professional Planning Forum Innovation Awards.

Peter has an energetic, enthusiastic leadership style whilst not losing an eye for the details that create special places to work. He has experience in growing and selling his own businesses. He has practical experience of SME and listed company investment & fund raising, deal structuring, acquisition and integration.

Peter has acted as a non-executive of and mentor to a number of entrepreneurial businesses, including some he has funded. He has been a member of an alumni body for Brasenose College, Oxford, and a class rep at London Business School.

Peter Massey is a founder and managing director of Budd UK Ltd (www.budd.uk.com), specialising in transforming how businesses interact with their customers. Budd delivers practical processes based on the Amazon processes under the heading of "The Best Service Is No Service", now a best selling book by his colleagues Bill Price and David Jaffe. Budd clients include The Cabinet Office, HMRC, HSBC, RBS, Axa, Aviva, RAC, Nationwide, Irwin Mitchell, LearnDirect, LeasePlan, Orange, Vodafone, 3, Sky, Microsoft, British Gas. Past clients have included LB of Enfield and Hewlett Packard, each over a 7 year period.

Peter co-founded the international alliance LimeBridge with former senior employees of Amazon.com in the US and Japan. Budd is founder member of LimeBridge, sharing global best practice in 15 global meetings so far across ten countries.

Outside work Peter is passionate about his family, old cars, tennis and endurance karting. Peter can be contacted on 07802 793515 or by email on peter.massey@budd.uk.com

Some References

Gerald Power, Cabinet Office

"Great project – Credibility and vision was brilliant"

"I feel that few other consulting companies could have delivered this in the time for the price"

Chris Hopson, Head of the Contact Centre Directorate, HMRC

"The tools and processes are incredibly impressive"

"We could not have been right first time or got there nearly as quickly without Budd's input"

Chris Birbeck, Clinical Leadership and Network Manager, NHS East of England

"....thanks for the master class for the SCLP last week. I have had fantastic feedback from more or less every one that I spoke to."

Don Hales, author "Wow, that's what I call service"

"...one of the UK's top presenters and consultants in customer strategy today, talks common sense in an arena where sense is not always that common."

David Jaffe, author and Consulting Director, LimeBridge Australia

"Peter's facilitation of sessions of the Chief Customer Forum were the highest rated sessions in a Forum that General Manager level executives regarded as the best they had attended in many years. "