

'David Stewart has breathed fresh life into Ofcom's offensive against malpractice'

Mike Havard, managing director, CM Insight



1 DAVID STEWART
 Director of investigations, Ofcom



When David Stewart was appointed director of investigations at telecoms regulator Ofcom in 2005, many hoped it would be the catalyst for the policing telemarketing urgently needed. This year is turning those hopes into reality, sealing Stewart's top-ranked position in our list (last year's Ofcom representative, Neil Paterson, has left).

In January, Ofcom imposed sizeable fines on four firms for legislation breaches, a landmark judgement in the silent calls imbroglio. Space Kitchens was fined £45,000, Bracken Bay Kitchens £40,000, Carphone Warehouse £35,000 and Toucan Telecom £32,500.

Stewart's work proves that Ofcom can bring to book those whose actions have tainted the industry. "As head of enforcement, Stewart has breathed fresh life into Ofcom's offensive against malpractice," says Mike Havard, managing director of CM Insight.

2 JEFF SMITH
 Chairman and chief executive, Teleperformance



Jeff Smith exerts great influence that extends well past his role as chairman and chief executive of Teleperformance. A crowning moment was being named Supplier of the Year at last year's *Marketing Direct* Smart Awards, after several years of being a runner-up. This, together with Smith's industry activities and the fact he remains hands-on, justifies his place at number two for the second year running.

Smith is currently working with Bristol University to develop the sector's first contact centre degree. He has

also been involved in the European Teleperformance Training Institute, which runs contact centre courses. Staff can train for industry qualifications including a BA in contact centre management, NVQs and Institute of Leadership management programmes. Meanwhile Smith ensures that the firm continues to be a major UK player, having retained clients such as Renault UK. It has a £5.4m contract with the Department of Work and Pensions and a £12m contract with Sainsbury's.

3 JOE AND JOSEPHINE
 PUBLIC
 Consumers



With more than 60 per cent of the public registered on the Telephone Preference Service and surveys showing that most of the public don't want to receive telemarketing calls, Joe and Josephine continue to exert significant influence on the sector. This past year, regulators have responded to public concerns, devising new rules for silent calls, taking action in the form of fines and exposing those firms that continue to flout best practice guidelines. Whether such action improves telemarketing's public image remains to be seen.

4 TOM DRURY
 Managing director, Vertex



Falling from last year's top spot is Tom Drury, managing director of Vertex, which was sold in January to a group of US-based equity firms. Oxford graduate and former PricewaterhouseCoopers consultant Drury is influential through contacts with senior members of the Department of Work and Pensions, the Cabinet Office, the Home Office and the Treasury. He has also delivered high-profile presentations to business leaders at the Henley Customer Management Centre.

5 BEN DIXON
 Chief executive, LBM



Ben Dixon's influence on LBM continues to grow, as he helped to increase turnover by 20 per cent to £47m in 2006. There's no doubting his determination, a quality that has helped LBM reach certain milestones over the

Business builder

Budget holder

Innovator

Industry player

Influencer





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past 12 months. The company was named 2006 Contact Centre of the Year by *Marketing Direct's* sister title *Marketing*, capping a year of significant new accounts including BSkyB and Alliance & Leicester, and an increase in staff levels of 43 per cent. But this success was overshadowed by controversy. In November, the Authority Panel of the DMA expressed concern regarding consumer complaints it has had about LBM and its use of automatic diallers. Under Dixon's guidance, however, LBM rectified the technology and compliance problems, to the satisfaction of the Authority Panel.

6 CHEY GARLAND 
Chief executive,
Garland Call Centres



It was another year of growth for Chey Garland's call centre firm, with turnover rising to £43.5m from £36.2m, helping her climb three places in our ranking. Garland is a believer in the power of good employee morale, and the improvements she has made in this area helped her win the 'Best Work by a Contact Centre' category for Vodafone at the 2006 *Marketing Direct* Smart Awards.

Garland's influence spreads beyond the industry. Last year One North asked her to deliver a speech at the launch of the Regional Economic Strategy. In February she was invited to Buckingham Palace to a reception hosted by the Queen for 200 top businesswomen.

7 ANNE MARIE FORSYTH 
Chief executive,
Call Centre Association



Forsyth continues to head the CCA, which represents firms that between them employ 35 per cent of the total contact centre workforce within the UK. But she moves

up the rankings, as last year she spearheaded the creation of the CCA Industry Council, a think tank of senior executives from leading companies. The Council aims to help firms place greater emphasis on customers.

8 JOHN PRICE 
Chair of the Contact Centre Council, Direct
Marketing Association and MD, Price Direct



Price retains his place for his relentless lobbying to raise awareness of the damage that silent calls is doing to the sector. Last year he made a foray into film making with the DMA's DVD documentary *Return of the welcome call*, in which he interviewed politicians, regulators and other stakeholders about the need to protect consumers from unwanted calls. Price has also focused his energy on Price Direct, the firm he founded, which employs actors in a music hall near Brixton.

9 KELVIN DODD 
UK & Ireland market manager,
Sitel



Taking over from Mark Brown, Kelvin Dodd is establishing himself in the industry. He was responsible for Sitel's Exeter facility while a permanent site director was found. Within months Dodd had strengthened site and client relationships, resulting in 120 new jobs. He won Sitel Leader of the Year 2006 for the most outstanding director in the business and was promoted to his current role. But Sitel's fortunes have seesawed in the past year. It won clients such as T-Mobile UK and Sony UK, but its takeover by US firm ClientLogic has observers wondering what the future holds for Sitel's UK business. The uncertainty means Dodd's place is down on Mark Brown's entry from last year.

10 MIKE HAVARD 
Managing director,
CM Insight



In February 2006 Mike Havard sold CM Insight, the consultancy he founded in 1998, to Verint Systems. He remained as managing director and has overseen a year of double-digit growth. In the past year he founded the Telemarketing Outbound Forum, enabling responsible users of outbound calling to share experiences.

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